FOR THE COIN-OP ENTERTAINMENT INDUSTRY

March 1988

PLAY·METER

ACME SHOW ISSUE

Diamond Lady™

Gottlieb®

JACKPOT feature awards JACKPOT Bonus at completion of Sequence. The JACK POT feature is Held Over game to game until collected.

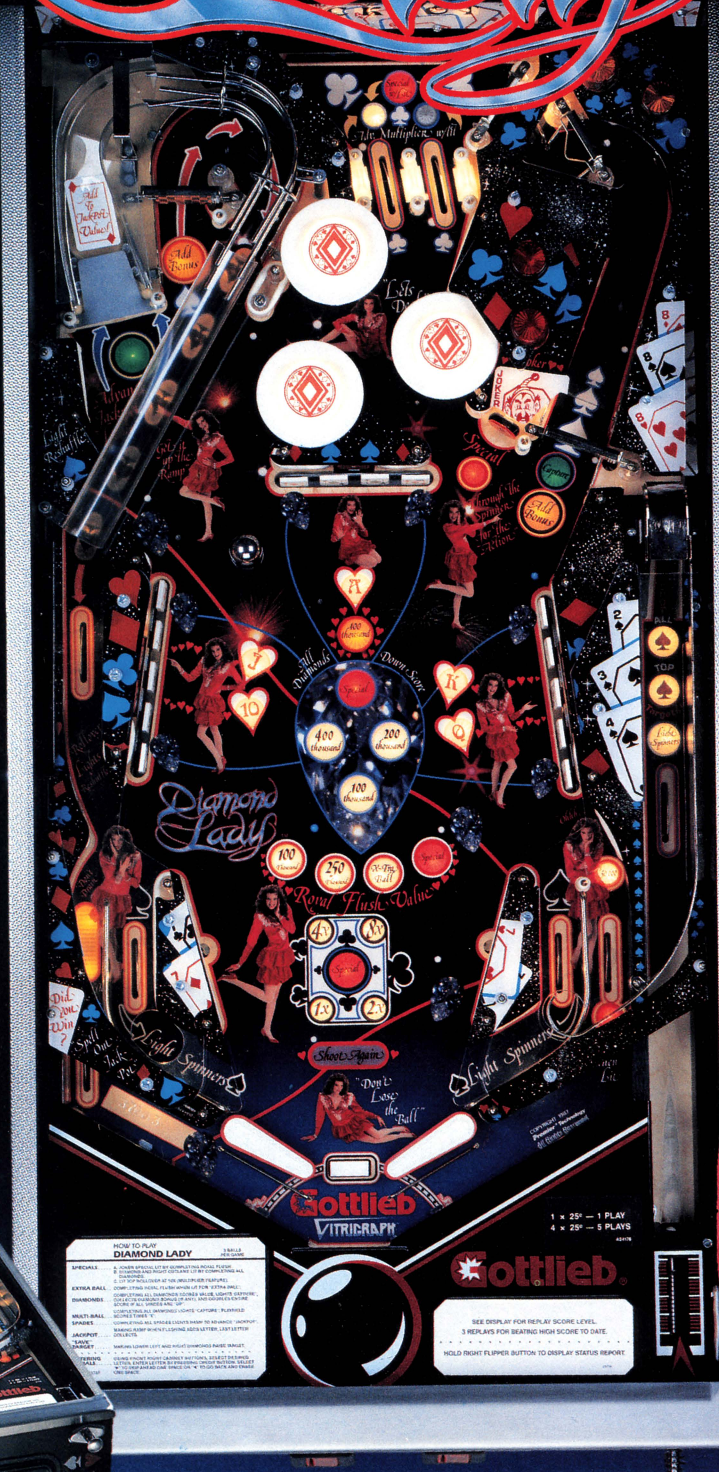
Complete the SPADES DROP TARGETS (8 total) to Light the RAMP for "ADVANCE J-A-C-K-P-O-T".

Completing DIAMOND Targets Without Knocking Down any of the "SPADES" Drop Targets will DOUBLE the Players Score.

Complete DIAMOND DROP TARGETS (6 total) to Advance Diamond Sequence through Higher Score Values to Light Diamond "SPECIAL", Completion of DIAMOND TARGETS Add Countdown Bonus Value to Score.

DIAMOND LADY™ is built with the VITRIGRAPH™ easy maintenance, wear-resistant, Playfield Surface.*

**Patent Pending*


Add to Jackpot Value
Add Bonus
Adv. Multiplier
Let's Deal
Joker
Special
Capture
Add Bonus
Through the Spinner for the Action
Get 'm up the Ramp
All Diamonds
Down Score
400 thousand
200 thousand
100 thousand
Special
Diamond Lady
100 thousand
250 thousand
Extra Ball
Special
Royal Flush Value
Did You Win?
Light Spinners
Shoot Again
"Don't Lose the Ball"
Light Spinners
Gottlieb
Vitrigraph
1 × 25¢ — 1 PLAY
4 × 25¢ — 5 PLAYS
HOW TO PLAY DIAMOND LADY
Gottlieb
SEE DISPLAY FOR REPLAY SCORE LEVEL.
3 REPLAYS FOR BEATING HIGH SCORE TO DATE.
HOLD RIGHT FLIPPER BUTTON TO DISPLAY STATUS REPORT.

The TOP TWO ROLLOVER LANES advance Multiplier when lit. Reaching maximum level of Multiplier (adjustable on Operator Adjustment Switches) lights Multiplier "SPECIAL".

Complete ALL DROP TARGETS to Light Right Spinner Lane for CAPTURE BALL.

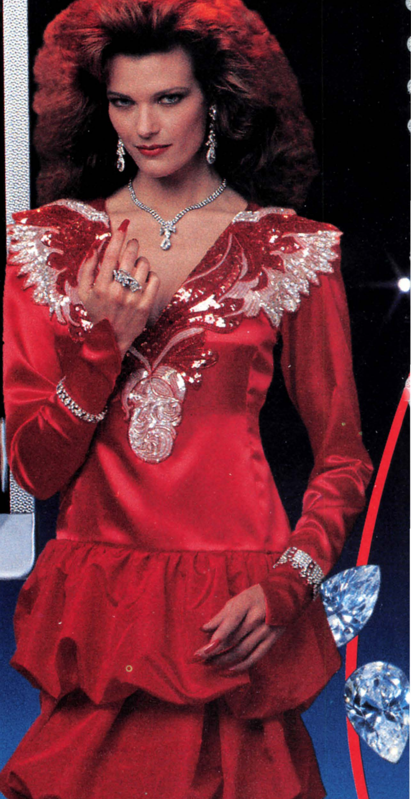
Completion of the ROYAL FLUSH (5 Spot Targets located BEHIND the Drop Targets) Sequence Advances the Player through progressively Higher Score Values to winning the EXTRA BALL and Lighting the JOKER SPECIAL.

DIAMOND LADY™ also features an all NEW DROP TARGET BANK Design. Built with the same commitment to QUALITY as all Gottlieb products, this NEW DROP TARGET BANK offers the ease of Serviceability and Reliability demanded by Today's Operators.*

*DIAMOND LADY™ carries Gottlieb's PARTS REPLACEMENT LIMITED WARRANTY FOR ONE YEAR ON ALL BASIC AND MACHINE PARTS AND NINETY (90) DAYS ON PRINTED CIRCUIT BOARDS.**

**See the Manufacturer's Parts Replacement Limited Warranty for specific details, terms, and conditions.*

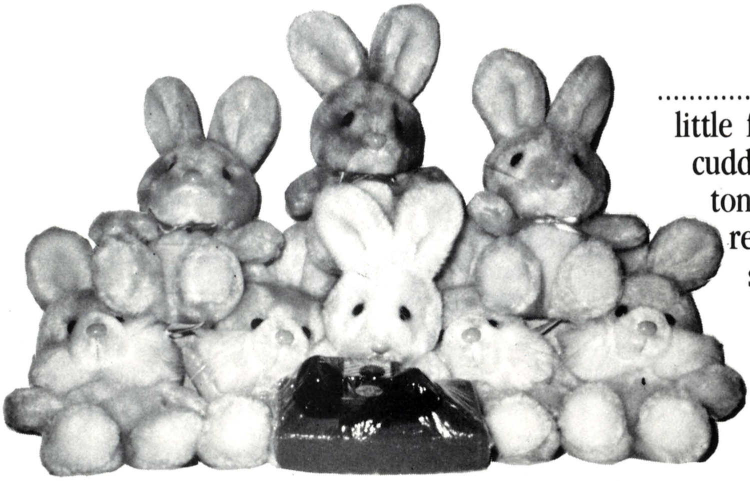
Gottlieb
Diamond Lady
Gottlieb



Gottlieb's Popular Photographic Backglass is NOW Highlighted by an all NEW LIGHT BOX Design. This sleek NEW Design moves the Display Panel to the top of the Backglass, making the excitement of this High Scoring Game VISIBLE to all those watching. In addition, DUAL SPEAKERS are now located above the Backglass and are directed toward the Player, with a Third Speaker located in the Cabinet. This combination of Speakers, plus Premier's Digitized Sound, produces clean music, clear sound effects, and speech you can easily understand.

DIAMOND LADY™ Copyright 1987, Premier Technology. All rights reserved.

NEWS BULLETIN



...................You just wouldn't believe how cute these little fellas are in person! When Jim McVey sent these cuddly cuties to be photographed for a Certain Burton column, we decided we couldn't wait for our readers to see them. They're perfect for Easter so now is the time to stock up. Prizes! is selling these bunnies in cases of eight dozen; a six--piece assortment of bunnies (PR 350) sells for $12.60 per dozen and a four-piece assortment of rabbits (PR 196) sells for $13.80 per dozen. Both are manufactured by Feli Toys and distributed exclusively by Prizes!. Prizes! is also selling a camera for $18.00 per dozen mounted on foam so that it can be picked up by the claws . For more information call (714)891-1710. . .

...................If you read the first item in our news bulletin page in the January issue, you may have wondered when Jerry Marcus joined Rowe. Well, it seems that Rowe's Jerry "Gordon" was wondering the same thing! Actually, Jerry Marcus is alive and well and *very happy* at his own company, Atlas Distributing in Chicago, and Jerry Gordon is, in fact, the one we quoted in the article. The two men are very good friends and had a laugh over the error. However, we apologize to our two favorite industry Jerrys. . . . .

...................In Hialeah, Florida, operators are experiencing the wrath of a parent whose eight-year old was exposed to a video poker game. Councilman Herman Echevarria's son asked for a quarter to play a game. He obliged but was shocked to discover his youngster playing a video poker game. The councilman drafted an ordinance to stop ALL new video games explaining, "I don't want my kid addicted to gambling." Although the Hialeah council enthusiastically passed the resolution, the mayor must still give his approval. If he does, existing operators will not be allowed to replace old machines. . . . .

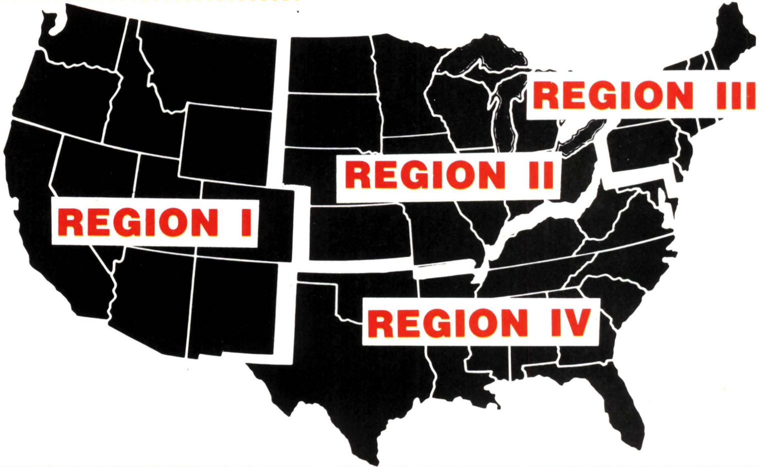
...................Though the industry will miss Joe Gilbert as he departs his position at Williams to join his brother in business, we welcome Lesley Ross to the position of sales manager. Lesley has been with Williams for nine years in various positions including traffic manager and liaison between distributors and upper management. . . . .

...................The name Nolan Bushnell has long been synonymous with coin-op entertainment and we wouldn't be surprised if he became an industry power once again as he did with his first company, Atari. Bushnell has announced his re-entry into the coin-op market with his own company called Axlon. Prior to last fall Axlon was largely in the toy business. Axlon will be focusing on novelty and system games and a series of simulators. Bushnell's first products were shipped the end of February. Axlon's phone number is (408)747-1900.

...................If you're a night owl and happened to be watching David Letterman on February 5th, yes, that was our industry's own Mike Pace of U.S. Games whose picture was shown! It seems that Mike's brother Andrew sent a picture of the two of them (it was taken while they were partying) explaining that they were David Letterman's biggest fans and hadn't missed a show in six years. Letterman took a look at the photo and quipped that he could well understand why two guys that looked like they did had been home every night for six years! Mike told us that he's gotten more phone calls from that than he ever expected! What a way to become famous! . . . .

EQUIPMENT POLL

Operators from four regions of the country will be sending us their lists of top games each month. These, of course, are their top-earning games and do not necessarily reflect return on investment. We urge all operators to weigh the value of each game on return on investment, not just revenues.



REGION I

WEST 1

- Operation Wolf
- Quarterback
- Twin Cobra
- Street Fighter
- Guerrilla War
- Double Dragon
- Xenophobe
- Super Sprint
- After Burner
- Super Hang-On

(Vigilante and Shinobi are strong; Should be comparable to Twin Cobra.)

WEST 2

- Operation Wolf
- Double Dragon
- Guerrilla War
- Quarterback
- Twin Cobra
- Vigilante
- Shinobi
- After Burner
- Xenophobe
- A Jax

REGION II

CENTRAL 1

- Operation Wolf
- Big Choice (59% payout)
- Guerrilla War
- Double Dragon
- After Burner
- Twin Cobra
- Shinobi
- Street Fighter
- Quarterback
- Airwolf
- RoadBlasters
- Vigilante
- A Jax

(Lost World & Oscar are earning well initially)

CENTRAL 2

- Heavyweight Champ
- Operation Wolf
- Shinobi
- Double Dragon
- Quarterback
- After Burner
- Shoot To Win
- Twin Cobra
- Vigilante
- Xybots
- Street Fighter
- Laser War
- Pyros

(RoadBlasters & Out Run still earning well)

REGION III

EAST 1

- Quarterback
- Operation Wolf
- RoadBlasters
- Out Run
- Xybots
- Double Dragon
- Victory
- Pinbot
- Rolling Thunder
- Shinobi

REGION IV

SOUTH 1

- Operation Wolf
- Double Dragon
- After Burner
- Top Speed
- Shinobi
- A Jax
- Vigilante
- Laser War
- Xybots
- Guerrilla War

(RBI, a good buy for ROI; Ikari Warriors, 720 Degrees, & Arkanoid, still earning)

PLAY·METER
MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY
VOL. 14, NO. 3 · MARCH, 1988

CONTENTS

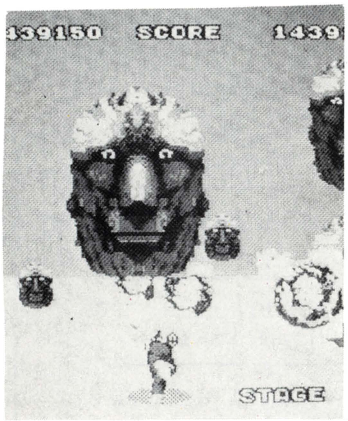
FEATURES

PAGE 12

High Time in the High Sierras

12

Welcome to Reno! This ACME marks the first time a national trade show has been held on the west coast and it promises to be quite a success. This article is chock full of wonderful places to go and places to eat after a day of quality business on the show floor.



PAGE 23

Homeward Bound (Part II): Video Game Systems Stage a Remarkable Comeback.

23

In this follow up to his first story on home video game systems, Roger Sharpe takes a look at what the major contenders in the home video game arena are doing to offer the public the variety of games they crave.

PAGE 56

What is Your Business Really Worth?

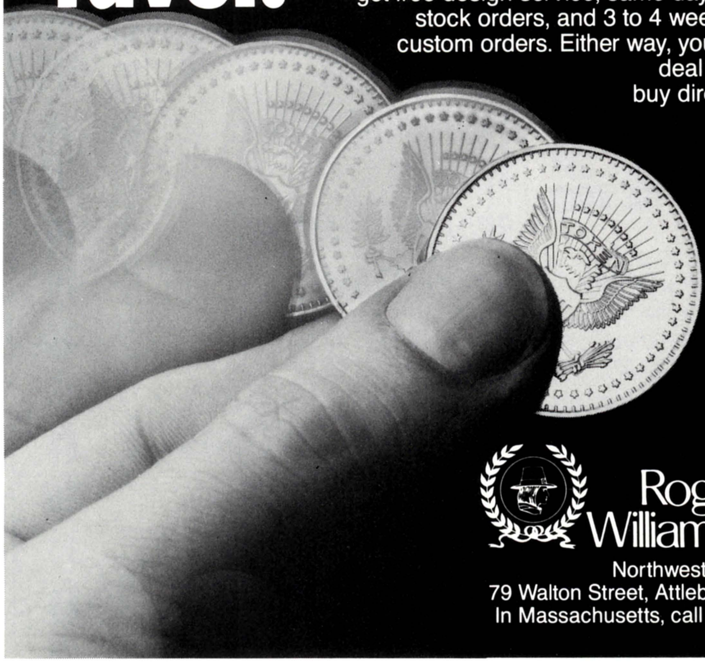
56

You may have been asked what your business is worth and you may have pulled a figure out of the air. However, did you feel confident that the value was accurate? There are many factors to consider before placing a dollar value on your business and here Charles Ross has done some research into various methods of placing a value on your business.

DEPARTMENTS

EQUIPMENT POLL 4
LETTERS 8
FROM THE EDITOR 10
COVER STORY 20
COINMAN 32
NEWS 43
TOURNAMENT/LEAGUES 53
COMPANY PROFILE 65
PRODUCT INTRODUCTION 70
PROFILE 78
TEN YEARS AGO 95
CERTAIN BURTON 102
FRANK'S CRANKS 104
PLAYER'S PICKS 107
EXHIBITOR MAP & LIST 110
NEW PRODUCTS 125
TRADE ACCESSORIES 130
DIRECTORY UPDATE 133
CLASSIFIED ADVERTISING 137
CALENDAR/AD INDEX 146

Cover: This may be the first time that one of a kind beat three of a kind! Frank Pellegrini, Frank Bundra, and Steve Kaufman look outnumbered in a setting from Konami's new game, *Super Contra*, with a super contra.



Tip the odds in your favor.

Choose Tokens from Roger Williams Mint.

Our complete in-house minting facilities ensure reliable service, prompt delivery, strict security — and you know you are getting the best possible price.

With tokens from Roger Williams Mint, you also get free design service, same day shipment on stock orders, and 3 to 4 week delivery on custom orders. Either way, you get the best deal because you buy directly from the mint. No middleman.

Request a sample pack. Call us Toll-Free at the number indicated below for quick service. 1-800-225-2734.

Roger Williams Mint™
Northwest Industrial Park
79 Walton Street, Attleboro, MA 02703
In Massachusetts, call (617) 226-3310

DROP ON BY. . .

and visit us at the

ACME SHOW AT BALLY'S RENO
Reno, Nevada
March 11-13, 1988
Booth #321 & #323

Featuring crane plush, toys & novelties for redemption. Pick up a FREE copy of our new January supplement with NEW ITEMS & SPECIAL PRICING!

Acme Premium Supply Corp.
4100 Forest Park
St. Louis, Missouri
63108-2899
800-325-7888
314-531-8880

PLAY·METER MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

ART AND PRODUCTION DIRECTOR
Margret Vincent

TECHNICAL WRITER
Frank Seninsky

CORRESPONDENTS
Irving L. Blackman
H. Richard Priesmeyer
Jeffrey Rosenthal
Roger C. Sharpe
Mike Shaw
David Snook

ADVERTISING ACCOUNT EXECUTIVE
Jim Miller

COMPTROLLER
John F. Lally III

CIRCULATION MANAGER
Renee' C. Pierson

ACCOUNTING
Carol LeBell

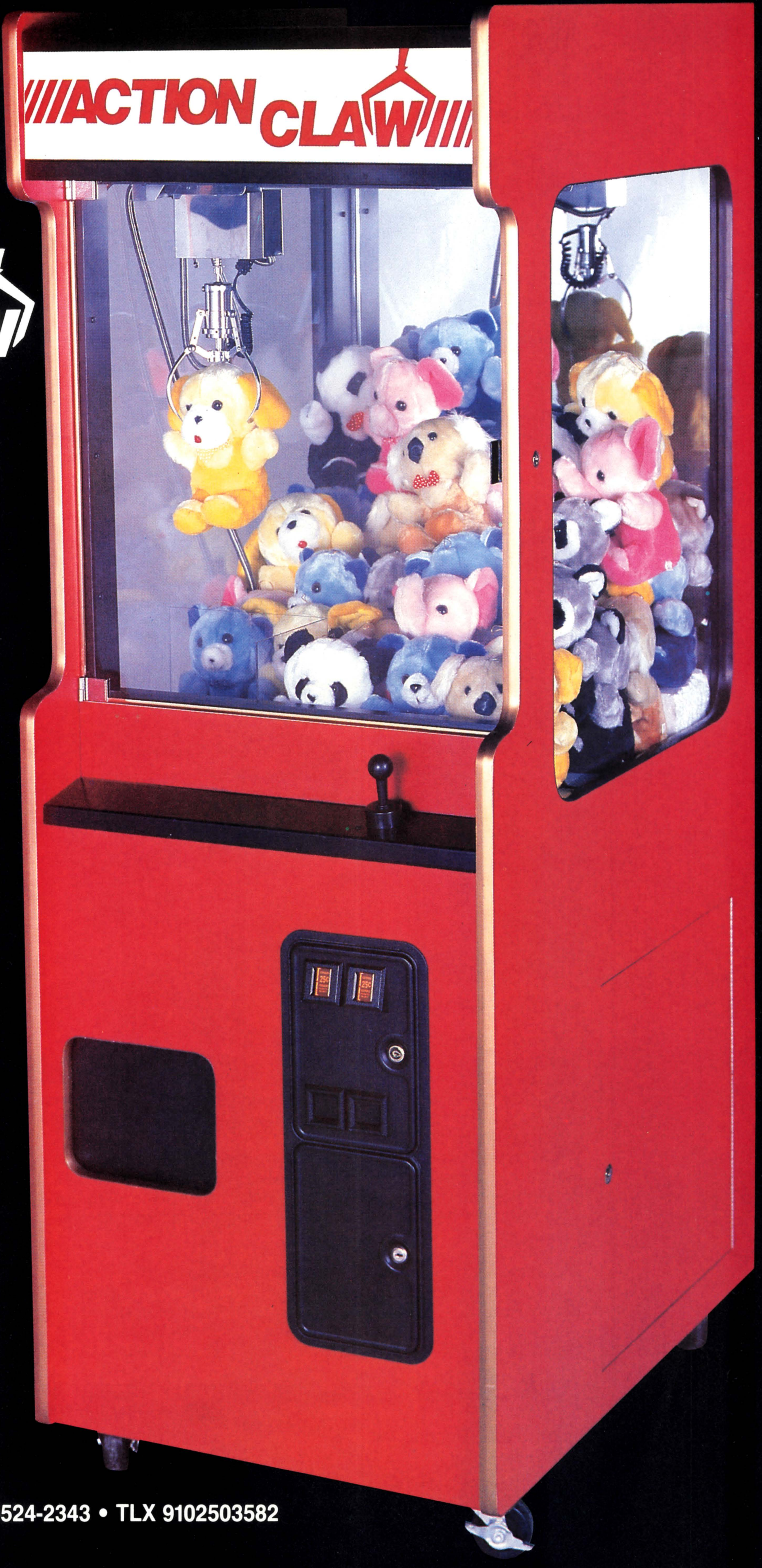
PLAY METER,March, 1988. Volume 14, No. 3. Copyright 1987 by Skybird Publishing Company. **PLAY METER** (ISSN 0162-1343) (USPS 358-350) is published once monthly on the 15th of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; **MAILING ADDRESS** P.O. Box 24170, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada--$50. Advertising rates are available on request. **NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION.** The editors are not responsible for unsolicited manuscripts. **PLAY METER** buys **ALL RIGHTS**, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **POSTMASTER** Send Form 3579 to PLAY METER, P.O. Box 24170, New Orleans, LA 70184.

Betson brings back the original — Belgium crane...

Introducing...

ACTION CLAW

All Solid
High-Grade
Exterior Plywood
Construction



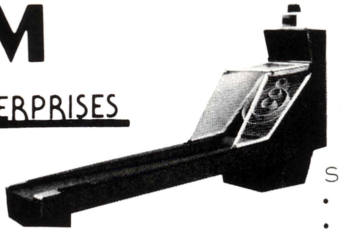
- Same Belgium claw as our best selling Big Choice
- Simple 2 way operation
- Dual American made coin mechs
- Button or joystick
- All solid tongue and groove plywood construction
- Large prize capacity
- ¼" plate glass viewing area
- Separate locked metal cash box
- Large storage area in bottom of cabinet
- Made in U.S.A.

DIMENSIONS
74½"H
25½"W
36" D
225 lbs. shipping weight

BETSON
SINCE 1933

BETSON ENTERPRISES
DIV. OF H. BETTI IND., INC.
6 EMPIRE BLVD., MOONACHIE, N.J. 07074
IN N.J. (201) 440-2200 • TOLL FREE 1-800-524-2343 • TLX 9102503582

BETSON PACIFIC
IN L.A. (213) 388-9338 • IN S.F. (415) 952-4220 • TLX 670365



TROY M ENTERPRISES

P.O. Box 216
Blacklick, OH 43004
(614)863-1795

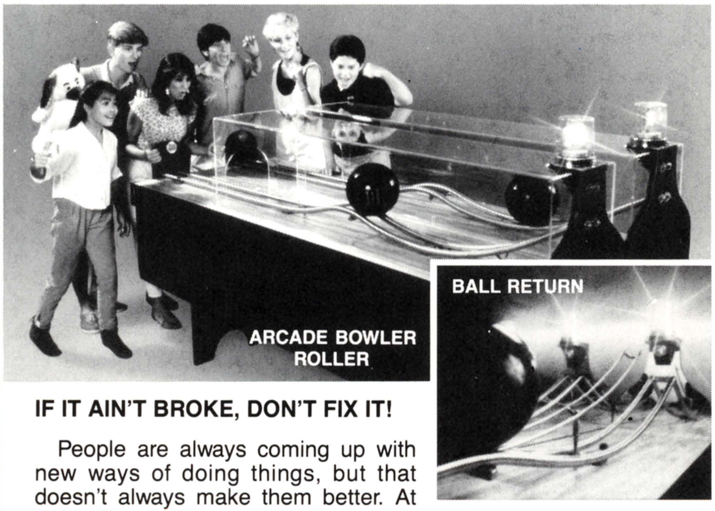
SUPER BALL 88

STANDARD PACKAGE
- SOLID STATE ELECTRONICS
- FRONT ACCESS TO COMPONENTS
- REINFORCED CABINET
- BRIGHT CONTRASTING COLORS
- ONE BALL PLAY
- BUILT IN ACCOUNTING

ASK ABOUT OUR
- CUSTOM PROGRAMING
- CUSTOM LOGO
- CUSTOM COLORS

STANDARD 14FT
MEDIUM 10FT

FOR THE VERY BEST IN TARGET BOWLING
PUT SUPER BALL IN YOUR INVENTORY
PUT DOLLARS IN YOUR POCKET



Bob's Space Racers

IF IT AIN'T BROKE, DON'T FIX IT!

People are always coming up with new ways of doing things, but that doesn't always make them better. At Bob's Space Racers our games are engineered by people who really know the industry. Then our games are tested and refined in actual operating locations.

You don't buy games to test someone's new design idea. You buy games to make money, and that's just what you'll do with our games. We've been designing and manufacturing games since 1970. We believe they're the best, and we have the success record to prove it. Call us today!

Crossbow Shoot
Gotcha (Crane game)
Bowler Roller
Can-Alley
Water Games
Super Shifter
Handle Game
Whac-A-Mole
Roll-A-Ball (Derby)
Gun Ball
Skee Ball
Horizontal Games
Custom designed games
Pinball Derby

All units are available in trailer and park models.
Selected leases and financing available.

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32017
Telephone: 904-677-0761

Designers and manufacturers of games since 1970
© Bob's Space Racers 1988

LETTERS

Explanation

When I received the January, 1988 issue of Play Meter I was both shocked and amazed that Play Meter ran our advertisement from March, 1987 on our *F-14 Tomcat* pinball. It is quite embarrassing to Williams Electronics Games, Inc. to have an advertisement run in a trade magazine on a game that is a year old and out of production.

Since *F-14 Tomcat*, we have had three additional games produced and advertised; *Fire*, *Big Guns* and our latest *Space Station*. Williams did not authorize the use of the *F-14 Tomcat* advertisement for the January, 1988 issue. We are at a loss as to how this error happened.

As you know, Williams has had a long association with Play Meter and I am sure you would agree this type of error can be quite damaging to a company's image, harmful to the promotion of our current game, and quite confusing to our distributors and operators.

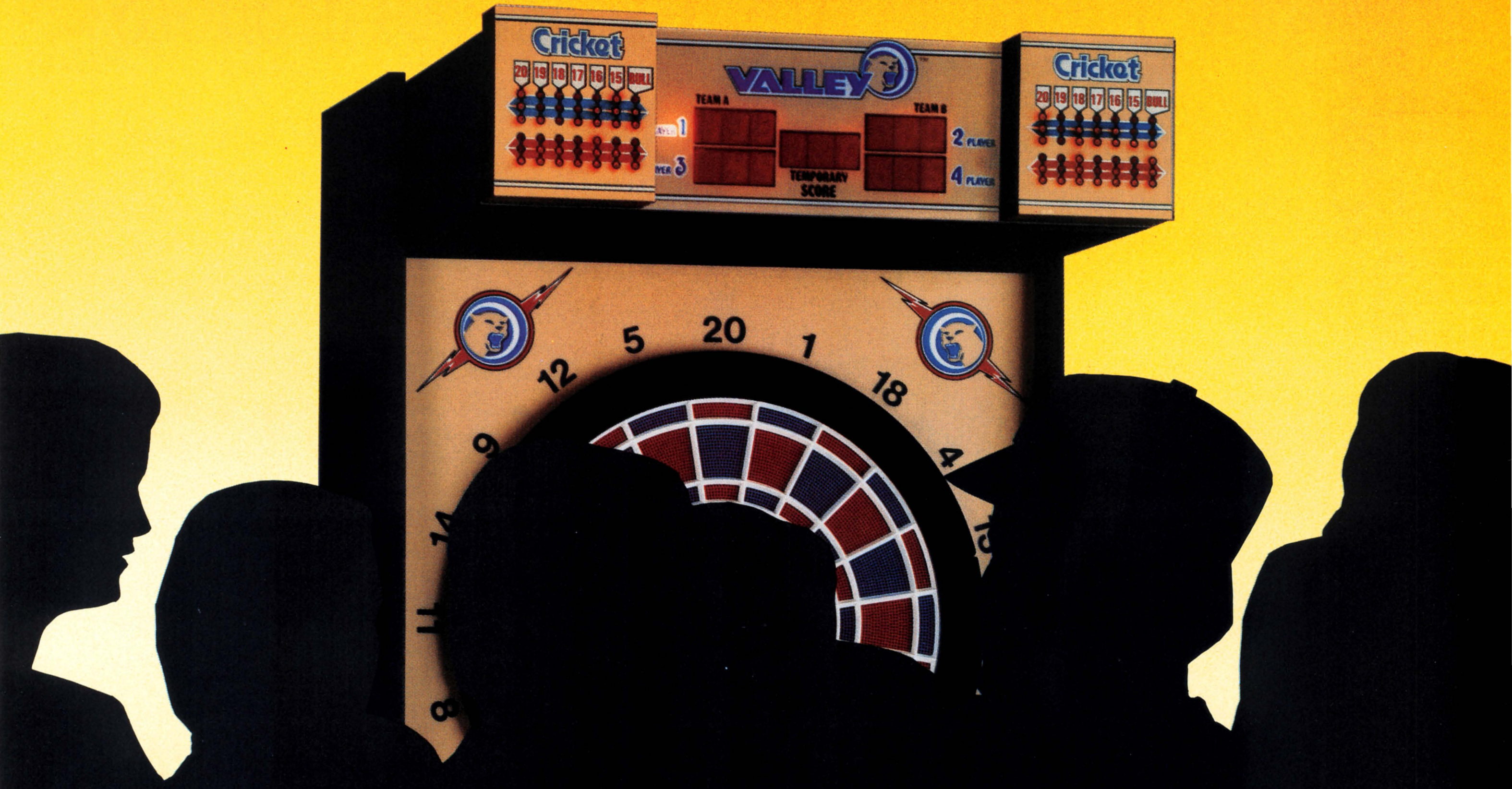
We feel a full explanation from Play Meter is in order, not only to Williams but also to our distributors and operators that read your magazine.

Joe Gilbert
Director of Sales
Williams Electronics Games, Inc.

[Joe, here is the explanation for you and our readers. The insertion order for the ad read "directory issue" which was originally scheduled for the summer. Since we postponed that issue until January, the insertion order was placed ahead. Unfortunately, we didn't have a copy of the ad so we didn't realize it was such a dated ad. Of course, we sincerely apologize for the embarrassment it has caused. I hope that your customers, our readers, realize that Williams has had and will continue to have other great games and will get over to the Williams booth to see Space Station *and maybe some other surprises. A sad side note to this letter: Joe Gilbert announced his resignation from Williams, and from the industry. He will join his brother's catering company in New York as vice president and general manager. We will all miss him. Best of luck, Joe.]*

VALLEY'S EXCLUSIVE

OVERHEAD SCORING!


Cricket
20 19 18 17 16 15 BULL
VALLEY
TEAM A
TEAM B
1
3
2 PLAYER
4 PLAYER
TEMPORARY SCORE
Cricket
20 19 18 17 16 15 BULL
5 20 1
12 18
9 4
14
11
8

Stands Out Above the Crowd for League and Tournament Play!

Another Exclusive
4 Player Cricket
Now Available

THE VALLEY COMPANY
Subsidiary of Kidde, Inc.
KIDDE

P.O. Box 656, Bay City, MI 48707 • (517) 892-4536
Sales "Hot Line" (800) 248-2837 • TELEX NO. 234218

FROM THE EDITOR

WALK A MILE IN THE OTHER GUY'S SHOES

By now you have probably made at least one tour of the exhibit floor and are in the process of evaluating what you saw. Many of you may have come to the show expecting something new and innovative, something that would really knock your socks off. Did you find it?

Probably not, although I would love to be wrong. It seems that the equipment is flowing pretty heavy right now but, unfortunately, not all of it could be considered the next *Pac-Man* and if that's what you want, you're probably disappointed.

But give the games fair consideration. Just like your locations, every one isn't on the top and you don't really expect them to be. But even the mediocre spots make you money but you just don't expect as much from them. That's games, too; all aren't going to be certified hits. That's nothing new; you never did nor will you ever expect every game to be a tremendous hit. But most of them will make you money.

As an operator, all you have to do is decide not to buy a game that doesn't live up to your expectations. You can look at it, play it, say no thanks, and walk away. Now put yourself in the manufacturer's place. He's been living with that game for months. He saw it at conception, he followed it through to production, and he gave it life in the marketplace. Contrary to what you may think, he had a gut feeling that maybe, just maybe, the game would be a hit. All the while, he had mega bucks tied up in it. The manufacturer simply can't walk away. The company is at stake. Maybe every several games or so, he strikes pay dirt when he introduces one of those elusive, certified hits. This game will help him recoup investments on not--so-great games and will insure his finances to bring more possible hits to the market.

But it's not that easy anymore. When a manufacturer does have a special game, there's a copier rushing to make copies to sell to unwary buyers. The copier counts his money while waiting for the next company to have the next hit--no money out of his pocket. And sad to say, there are always operators buying from these unscrupulous sellers. Hey, you may save a few bucks now, but what about the future when legitimate manufacturers just can't afford to bring you new games and the copiers don't have anything to copy. Where are you going to get games? Think about it. If you're buying questionable boards, is it for revenge? If so, the revenge may be on you.

We've all wished for a magic crystal ball to predict what a fickle game player will like. No one knows. They just plain and simply don't know what will be a hit and what won't. Did you love *Pac-Man* when it was first presented at a show? Not many did. It was called foolish, and certainly no one expected it to be THE hit of not just the year or decade but of all time! Bally didn't expect it. The industry didn't expect it. But it happened. Why? Because Bally took a chance; took a risk to invest money in a really different game.

And what about those who order games then change their minds? Manufacturers must have a number to work towards. If games are ordered, that's a commitment. So what if the game's a bomb? So what if it's a hit? I feel pretty certain Bally never expected to have a production run on *Pac-Man* that went over a hundred thousand! Taito was probably being conservative on *Double Dragon*. There's just no way to really predict a game's success.

There has always been and there will always be strong opinions from our industry's two associations (manufacturers and operators). The two may not agree on all industry issues, but everyone needs to think about the industry's future. AMOA may have been mad as hell that its president was the focus of a raid. AAMA may be fuming that AMOA hasn't taken a positive position on parallel imports. It doesn't mean that AMOA can't work with AAMA anymore on mutual problems--industry problems. If that's what is happening, it's a sad time for our industry. We need them both.

Valerie Cognevich

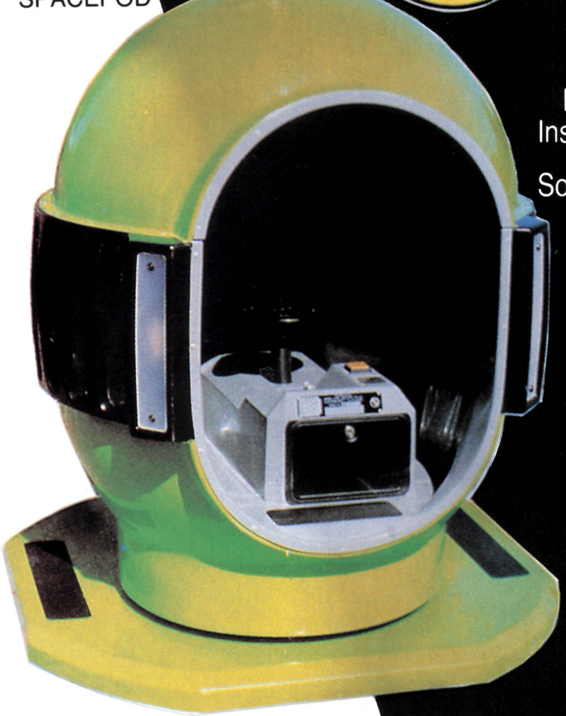
Valerie Cognevich
Editor

NEW

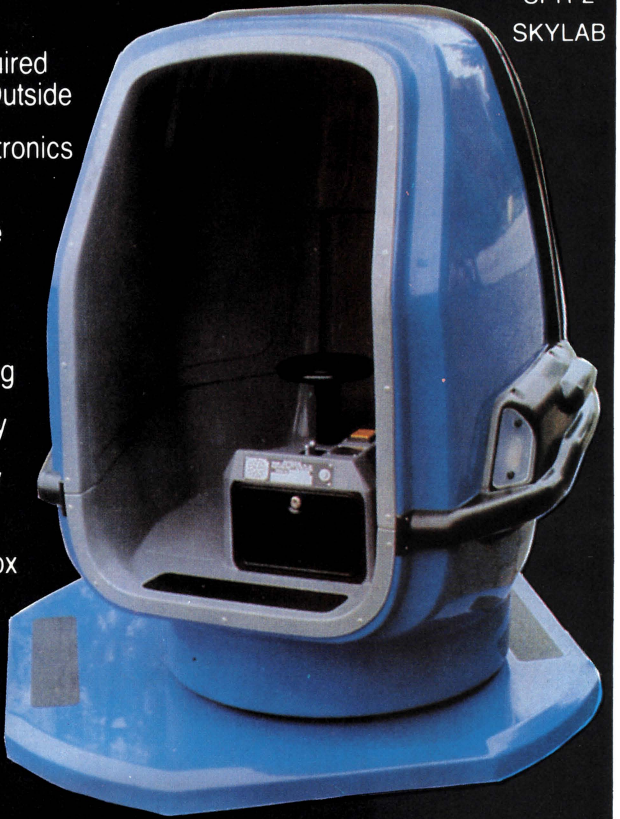
THE AMAZING SPR

ROCKET YOUR BUSINESS INTO SPACES WHERE NO RIDES HAVE GONE BEFORE

SPR-1
SPACEPOD



SPR-2
SKYLAB



No Power Required
Install Inside or Outside

Solar Power Electronics

Minimum Maintenance

Maximum Durability

Easy Cleaning

Easy Mobility

Top security provisions

Huge Cashbox

SELF-PROPELLED RIDES CREATE TOTAL SITE FREEDOM
MODERN HI-TECH THEMES FOR MODERN HI-TECH KIDS

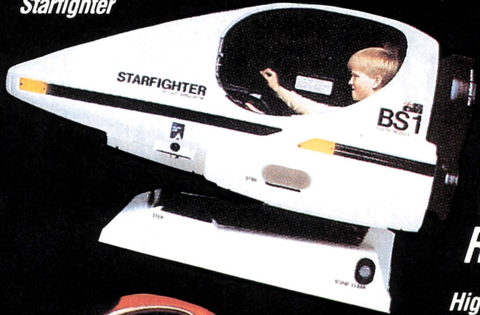
SOAR TO SUCCESS!

Find Out Why Ride Dynamics Out Earns All The Rest

12 Month 50,000 Ride Warranty

LOOKING FOR DISTRIBUTORS

Starfighter



FLIGHT SIMULATORS FROM RIDE DYNAMICS

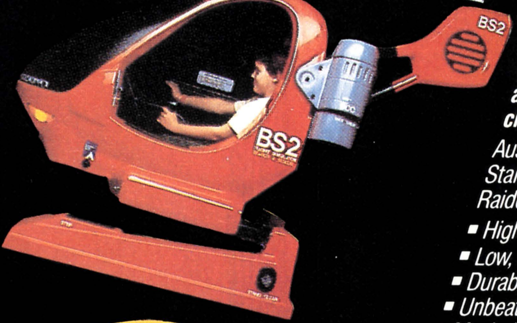
High-tech realism, fantasy and expert design—combining a central joystick and sight and sound simulation—give the rider control of the simulation, thereby creating an exciting concept in coin-operated children's entertainment.

Australian award-winning design of the Starfighter, Turbochopper and Skyhawk Raider flight simulators promises:

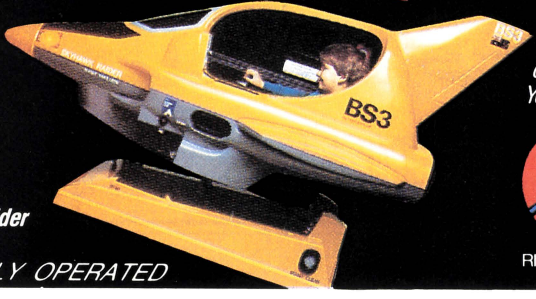
- *High returns on your investment*
- *Low, on-site maintenance*
- *Durable solid-state electronics, fiberglass design*
- *Unbeatable cashbox security*
- *Maximized safety*

Discover Ride Dynamics' approach to high-profit children's entertainment.
Your opportunity to ***soar to success*** *is now.*

Turbochopper



Skyhawk Raider



PNEUMATICALLY OPERATED

For further information, we invite you to contact:

Ride Dynamics
315 E. Eisenhower
Ann Arbor, MI 48108
313 769-0172

RIDE DYNAMICS

FEATURE

HIGH TIME in the HIGH SIERRAS

by Bonnie Theard

Visitors to Reno, Nev. will find friendliness, hospitality, and a small town atmosphere in this jewel of a city nestled between the Sierra Nevada Mountains and the American desert. It is a city of contrasts, offering a skyline of hi-rise hotel/casinos for non-stop entertainment, and a recreational haven for skiing, snowmobiling, camping, rafting, and hiking. Reno is also host city for the third annual American Coin Machine Exposition (ACME), March 11-13.

ACME attendees can prepare to place their bets for a high time in the high Sierras this month and also see the latest in technology for the coin-operated entertainment industry. In Reno, one of the nation's entertainment capitals, exhibitors and operators can relax after long hours on the convention floor and enjoy the comedy, music, dancing, and fine food available.

Reno has designated itself as "The Biggest Little City in the World," and can satisfy any visitor's desires, whether it be western history, live entertainment, sailing, golfing, or horseback riding. Reno has it all. Special events are scheduled throughout the year, from the Reno Rodeo in June, a ten day celebration; to the Reno Air Races in September that draw 150,000 spectators from all over the world.

Special events for March include the National Championships in cross-country skiing at Soda Springs near Lake Tahoe, the Reno International Jazz Festival at the Reno-Sparks Convention Center/Pioneer Theatre, Reno Horse Show at the Reno Livestock Events Center, Snowfest at North Shore Lake Tahoe, and the World Cup Men's Slalom Heavenly Valley at South Lake Tahoe.

The city was named for Gen. Jesse Lee Reno, an officer in the Union Army in Civil War times. Gold and silver mining brought settlers to this western frontier and Reno became a rail center for nearby mining camps at Goldfield and Tonopah. Reno today enjoys liberal state laws that make it a 24-hour entertainment town. But beyond the neon are many museums and art galleries plus the University of Nevada-Reno and the Mackay School of Mines (established in 1874).

Points of Interest

Enjoy the variety of Reno and take time to visit some of its offerings away from the main thoroughfares, such as the **Fleischmann Planetarium** on N. Virginia St. at the edge of the University of Nevada 60-acre campus.

Take a stylish step back in time while viewing hundreds of antique cars at **Harrah's Automobile Collection** on E. Second St. or visit historical homes like **Lake's Mansion** on S. Virginia St. in Reno or **Bowers Mansion** and **Governor's Mansion** in nearby Carson City, a town that developed from the Comstock silver strike of 1859.

Admire the city's well-known landmark, the **Reno Arch**, a lighted 70-foot arch over Virginia St. downtown (the original was erected on this site in 1926). Savor the history of the area at the **Wilbur D. May Museum, Arboretum, and Great Basin Adventure** or the **Mineral Museum** at the Mackay School of Mines on N. Center St. Other museums include **Harold's Club Gun Collection and Museum**, the **Nevada Historical Museum**, and the **Sierra Nevada Museum of Art**.

Dining Experiences

Dining choices range from Continental, French, Italian, Basque, and other cuisines. Following is a list of 12 popular spots to dine in Reno:

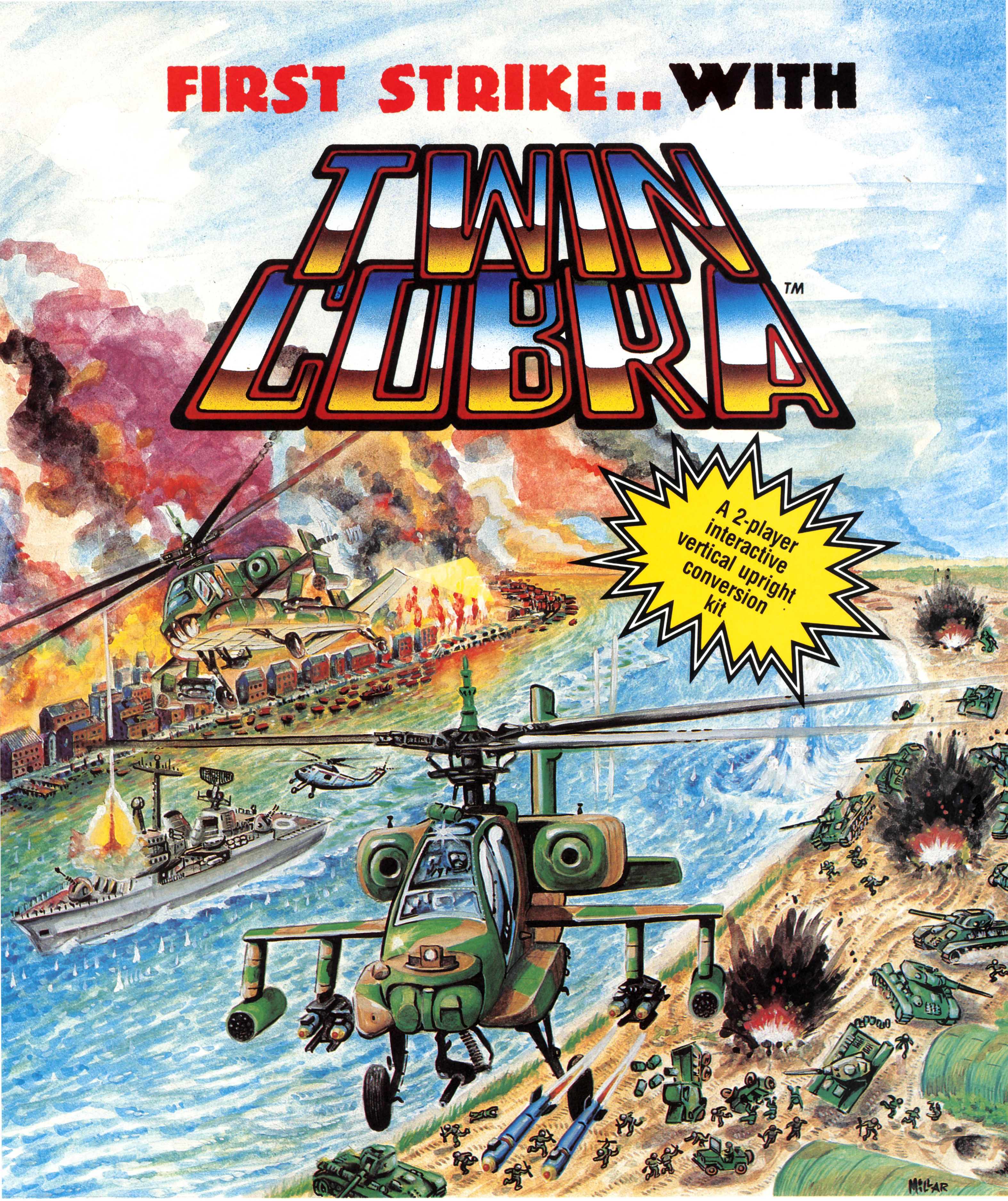
Bally's Reno Hotel, center of the exposition, houses seven dining areas including the Bally's Cafe behind the Reno Convention Center; Cafe Gigi, an award-winning French restaurant; Caruso's Italian cuisine; China Seas Polynesian offerings; The Steak House; and Bally's Grand Buffet for breakfast, lunch, and dinner. There's also Bally's Sunday Brunch in the Ziegfield Theatre.

Famous Murphy's Restaurant & Oyster Bar, 3127 Virginia St., offers prime rib and steaks as house specialties.

Ichiban Japanese Steak House & Sushi Bar, 635 N. Sierra St., features a menu of shrimp, chicken, steak, and lobster.

Jeremiah's, 880 E. Plumb Lane, has a bountiful salad bar, hand-cut steaks, and specialty items.

La Table Francaise, 3065 W. Fourth


FIRST STRIKE.. WITH
TWIN COBRA™
A 2-player interactive vertical upright conversion kit
Millar

LICENSED FROM TAITO AMERICA CORP.

ROMSTAR

3043 KASHIWA STREET, TORRANCE, CALIFORNIA 90505 PHONE (213) 539-2744 FAX (213) 539-3626 TELEX: 182426

St., offers a menu of prawns, rack of lamb, quail, and veal.

Louis' Basque Corner, 301 E. Fourth St., has genuine Basque dishes such as Paella, Boeuf Bourguignon, and others.

Mackay's, 336 Mill St., features New York Pepper Steak, Provimi Veal, blackened catfish, and lamb.

Marie Callenders, 3255 S. Virginia St., is a family restaurant with a menu that includes homemade soups, pastas, cornbread, and pies to accompany entrees.

OG's Classic Cuisine & Spirits, 442 Flint St., offers lobster, duck, pheasant, trout, and steak.

Rapscallion Seafood House & Bar, 1555 S. Wells Ave. has an atmosphere and menu reminiscent of the San Francisco waterfront.

The Board of Trade Pub & Restaurant, 425 S. Virginia St., is styled after an English pub and features a Continental menu.

Tony Roma's, Arlington at Third St., is a famous spot for slow-cooked ribs. Try the onion loaf if you're an onion ring connoisseur.

Shopping

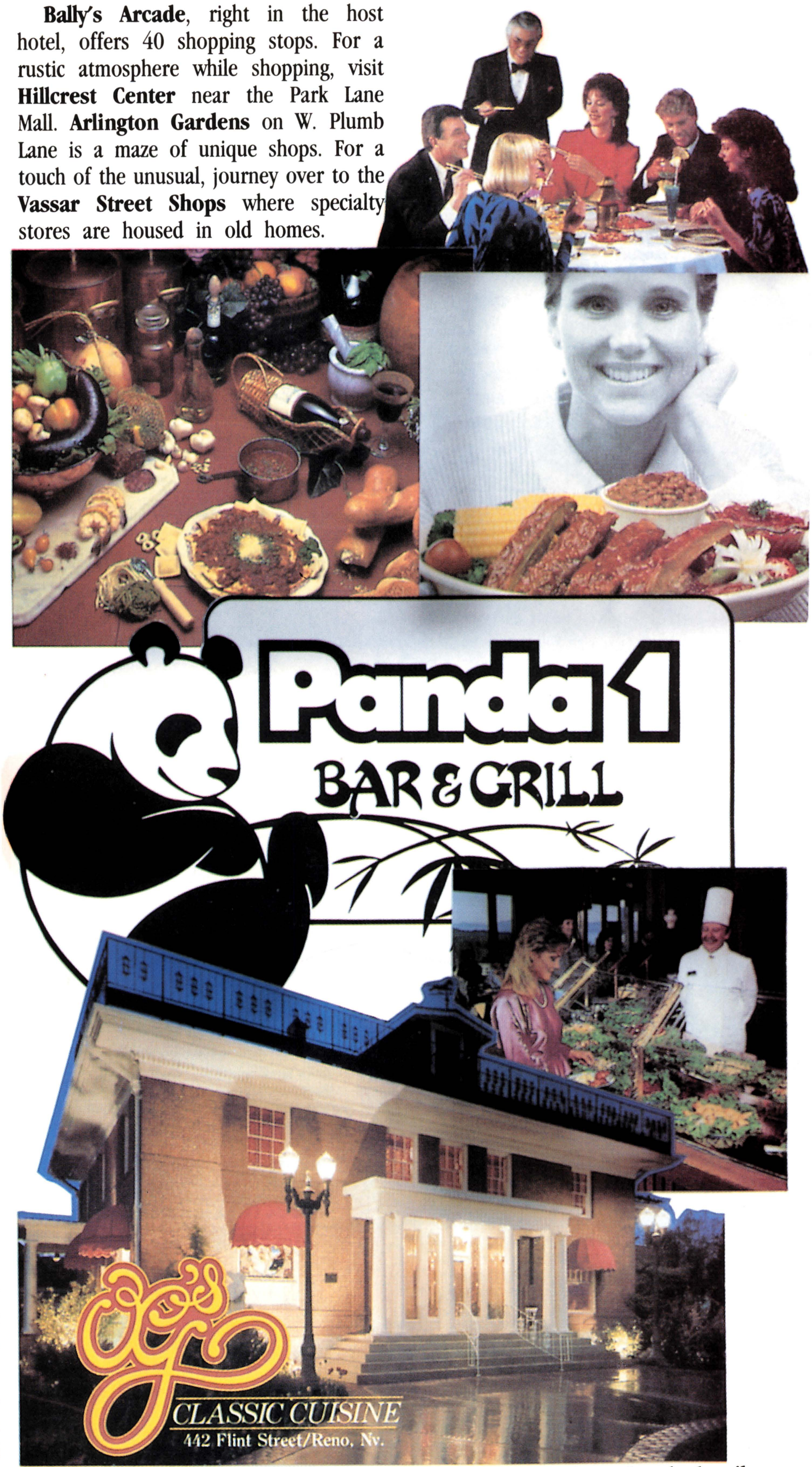
Plan on adding fine western wear to your wardrobe with selections from Reno's fine clothing and department stores. You'll also find specialty stores, souvenir shops, boutiques, and boot stores. Jewelry, crafts, fine chocolates, sporting goods, and toy stores are also to be found.

There are two major shopping malls in downtown Reno at the intersection of S. Virginia St. and Plumb Lane. Look for the **Park Lane Mall**, and across the street, **Shopper's Square and Shopper's Square Annex**. **Franktown Corners** at Kietzke Lane and Grove St. features a galleria of unusual shops, restaurants, and a French bakery.

Moana West Shopping Center at the corner of Moana Lane and Lakeside Drive is a short hop from Virginia Lake, a Reno park frequented by joggers.

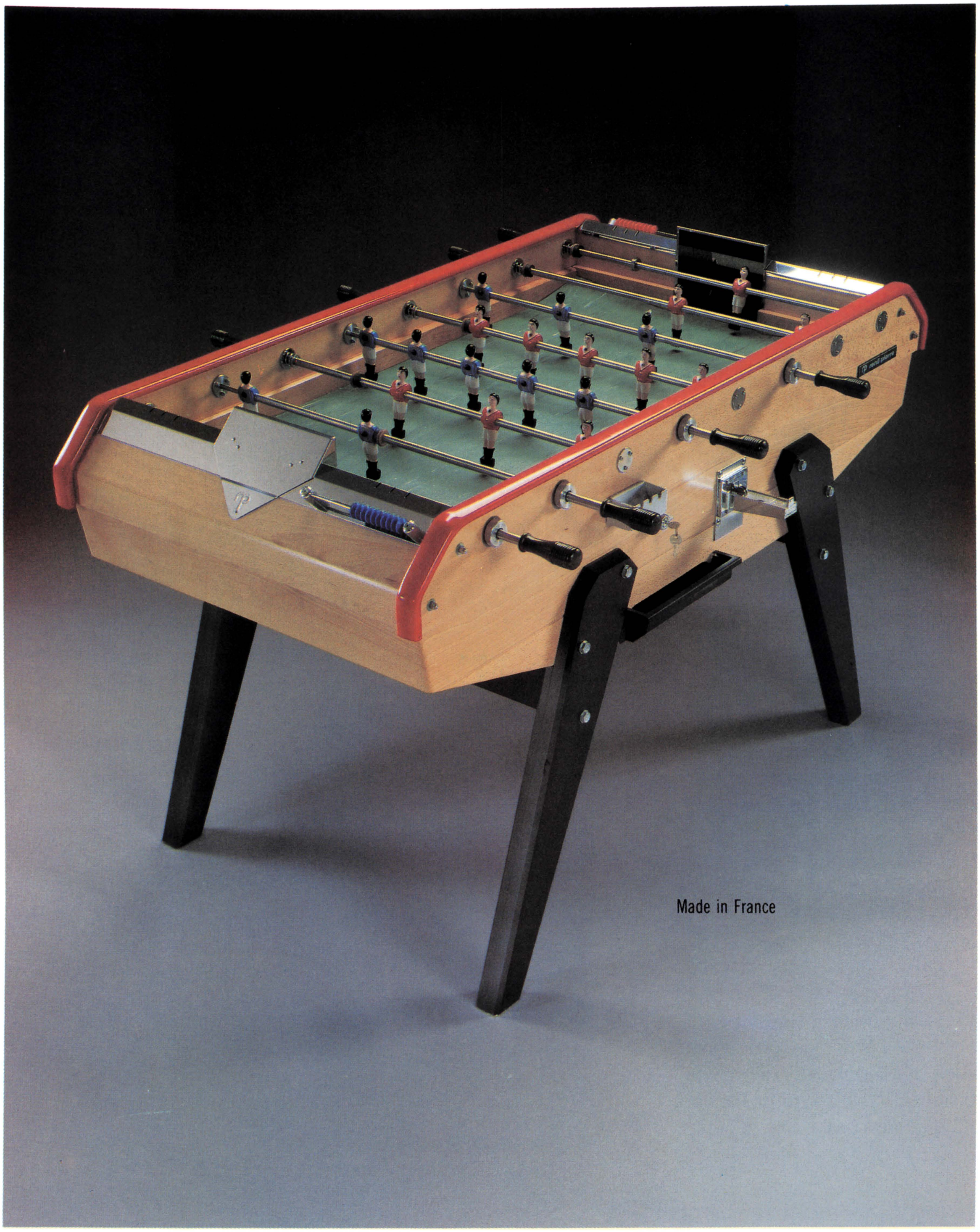
Old Town Mall near the Reno-Sparks Convention Center at S. Virginia St. and Peckham Road has fountains, plants, and birds for a break from the ordinary. **Meadowood Mall** off S. Virginia on McCarren has 80 stores and shops. **Smithridge Plaza** is directly across from Meadowood.

Bally's Arcade, right in the host hotel, offers 40 shopping stops. For a rustic atmosphere while shopping, visit **Hillcrest Center** near the Park Lane Mall. **Arlington Gardens** on W. Plumb Lane is a maze of unique shops. For a touch of the unusual, journey over to the **Vassar Street Shops** where specialty stores are housed in old homes.



"Food, glorious food...," are familiar lyrics from a Broadway play and aptly describe the dining opportunities in Reno. Feast on French, Italian, Basque, Continental, and Oriental dishes, among others. Whether you seek a formal or family atmosphere, Reno restaurants can accommodate your desires. Tempt your palate with this variety: prime rib, lobster, shrimp, oysters, steak, veal, chicken, lamb, duck, quail, pheasant, homemade soups, pasta, and pastries. How can you resist?

renē pierre FOOSBALL COMPETITION 2000



Made in France

Hard varnished beech furniture.
Strong and heavy structure.
Locking device by latch.
Removable gerflex base for easy cleaning.
Huge ashtrays far from playing area.

Hard chromed outside 14 mm Ø rods.
Special steel inside rods.
Unbreakable players non revolving on rods.
Steel inside ball chute.
Light shockabsorbers springs.

Adjustable number of balls for each game.
Legs and crossbars are packed together inside the game.
Height 36¼ in. - Length 61 in.
Width 39½ in. - Weight 200 lbs.

Brady Distributing Company

Exclusive Importer and Distributor

4308 Wilmont Road, P.O. Box 19269
Charlotte, North Carolina 28219
(704) 525-8130 • Fax # (704) 525-5962

Winter Driving Cautions

For those not familiar with winter driving in the southwest, it's best to be cautious. Snow-or ice-covered roads require special attention. Here are a few helpful hints:

ADEQUATE TIME: Mountain trips require more time during the winter months, so leave earlier than normal to reach your destination.

FULL TANK: Play it safe with a full gas tank in case you have to change plans or turn back.

SNOW BRUSH: A must for inclement weather--snow brush or scraper to insure clear windows and windshields. Use the car defroster and keep a clean cloth handy to wipe windows inside.

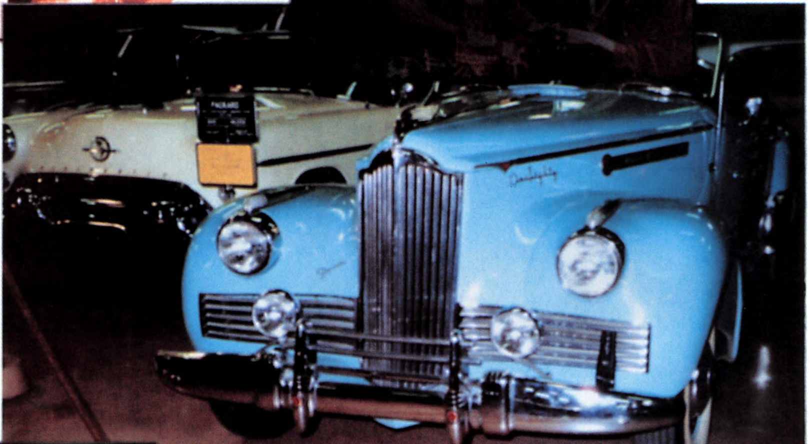
SLOW AND EASY: Ice or snow changes driving conditions so reduce your speed, allow for greater stopping distances; and, of course, buckle up!

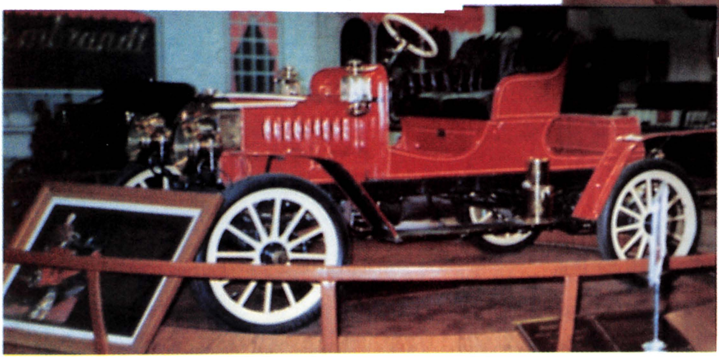
BE VIGILANT: Since visibility can be impaired, watch other vehicles very carefully. Don't hesitate to pull over at a safe turnaround. Watch out for snow removal equipment.

STALLED?: Remain with your vehicle, use hazard lights, and maintain warmth while waiting for help. Be aware of exhaust problems.

CHAIN GANG: Highway signs may indicate chains required. Look for adjusted speed limit signs in this case. Usually there is a mile between signs and a check point where chains can be installed.

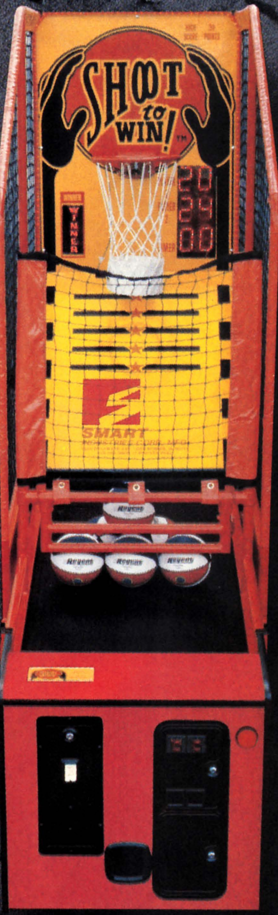
Nearby Lake Tahoe offers more entertainment and recreational opportunities, most notably skiing. Side trips here and to Virginia City or Carson City would be most enjoyable if time permits.





Reno offers year round entertainment indoors and out, from the nearby Heavenly Valley/South Lake Tahoe Tramway to the Fleischmann Planetarium (top), and from dazzling floorshows (center) to art galleries and museums like Harrah's Automobile Collection (bottom). Side trips to nearby historic Virginia City, colorful Carson City, or scenic Lake Tahoe are well worth the time invested. Visitors will find special events scheduled each month in Reno. Among the most famous are the Reno Rodeo in June, Air Races in September, and International Jazz Festival and Reno Horse Show in March.

Hot
this winter



THE SMART CHOICE

CLEAN SWEEP

SINGLE UNIT
SUPER SINGLE UNIT
DOUBLE UNIT
TRIPLE UNIT
GIANT SINGLE UNIT
GIANT DOUBLE UNIT

FEATURES

- 3 skill game options
- Skill joy stick control
- Fully adjustable claws
- Microprocessor game boards
- Steel frame construction
- Dual coin mechanism
- Game timer
- Game Bonus:
  4 quarters for 5 games
  1 quarter for 1 game
- 90-day guarantee
- Locking casters
- All units fit through standard doorways

OPTIONS

- Dollar bill acceptor
- Prize counter meter
- Winning light
- Sound system
- Ticket dispenser
- Bubble gum payout
- Plumb Bob tilt option with siren that runs off a 12-Volt battery
- LED read-out for timer and credits

Claw mechanism built by our own skilled craftsmen

CONTACT US FOR OUR LOCAL DISTRIBUTORS

SHOOT TO WIN

UNIQUE TWO GAMES IN ONE MACHINE

Shoot 5 balls or shoot against the clock

BUYERS CHOICE

Order with one player program or with new two player program

DIMENSIONS

- 34″ wide with retractable bottom base
- Adjustable bottom base with height selections from 8′ through 9′7″

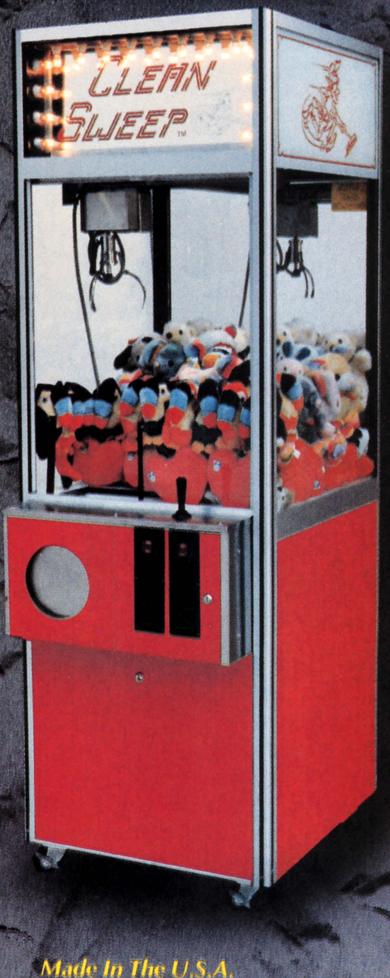
FEATURES

- Rugged steel frame construction

OPTIONS

- Ticket dispenser
- Dollar bill acceptor
- Choice of two size of game balls

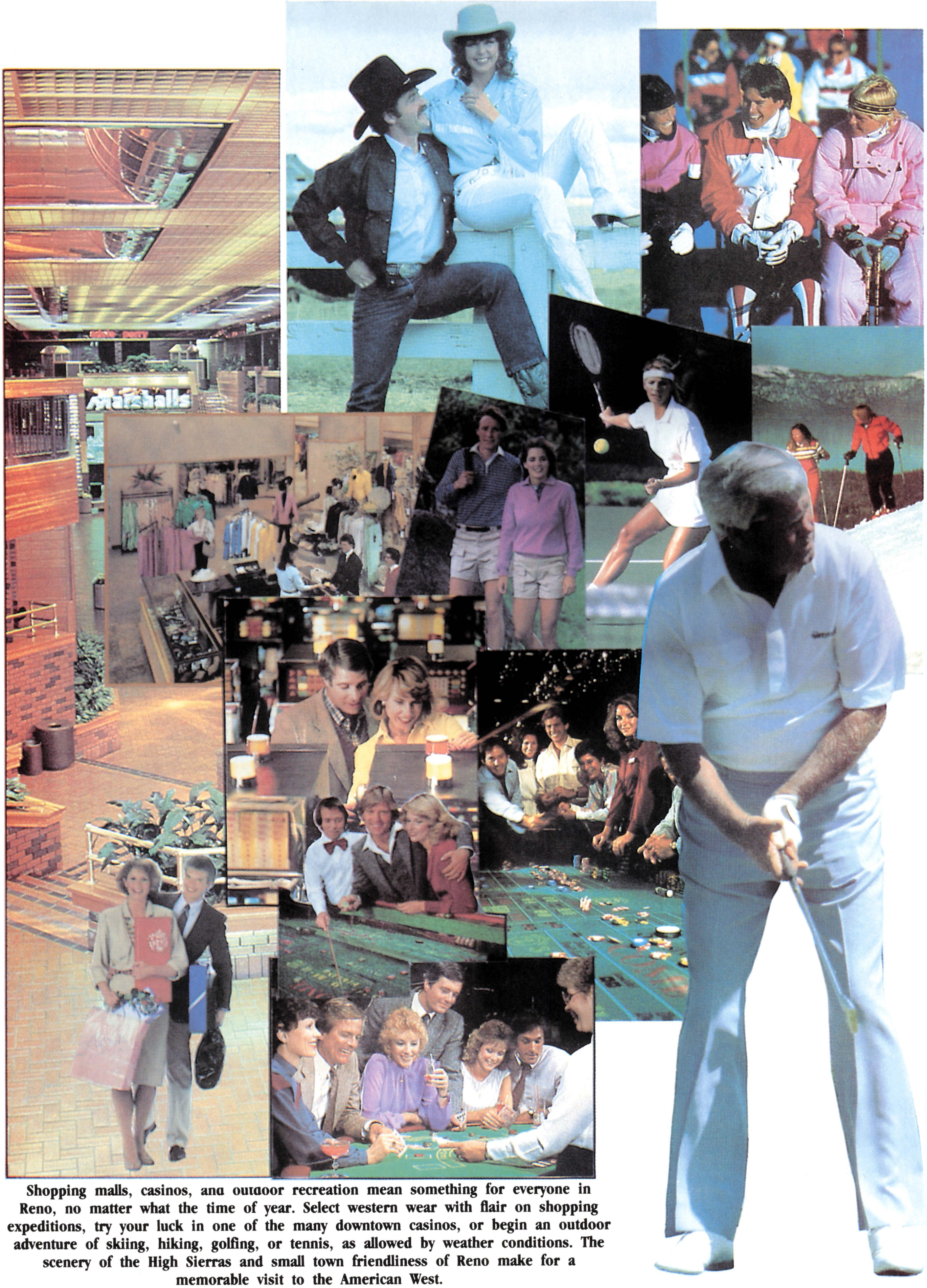
ENGINEERED AND BUILT LIKE NO OTHER GAME IN THE WORLD



SMART
INDUSTRIES CORP., MFG.

1626 Delaware Ave.
Des Moines, Iowa 50317
(515) 265-9900 1-800-553-2442

Made In The U.S.A.

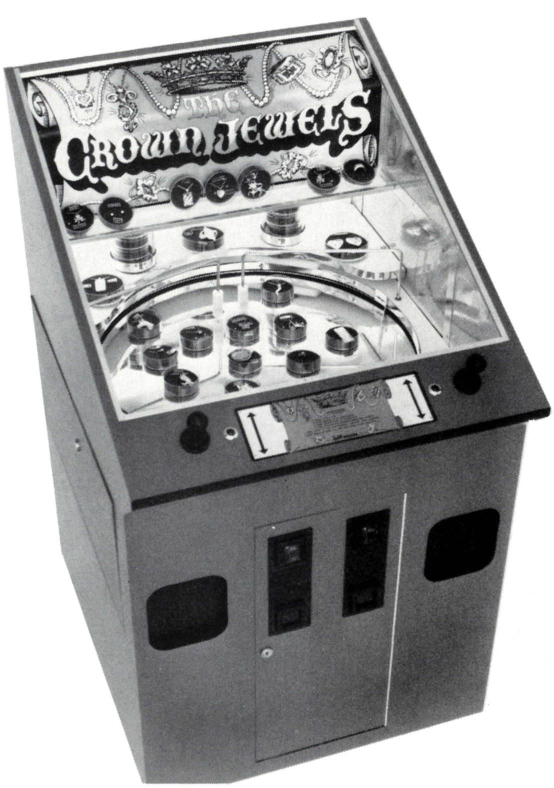


Shopping malls, casinos, and outdoor recreation mean something for everyone in Reno, no matter what the time of year. Select western wear with flair on shopping expeditions, try your luck in one of the many downtown casinos, or begin an outdoor adventure of skiing, hiking, golfing, or tennis, as allowed by weather conditions. The scenery of the High Sierras and small town friendliness of Reno make for a memorable visit to the American West.

NEW

Self Stocking Merchandiser
(GRAVITY FED)

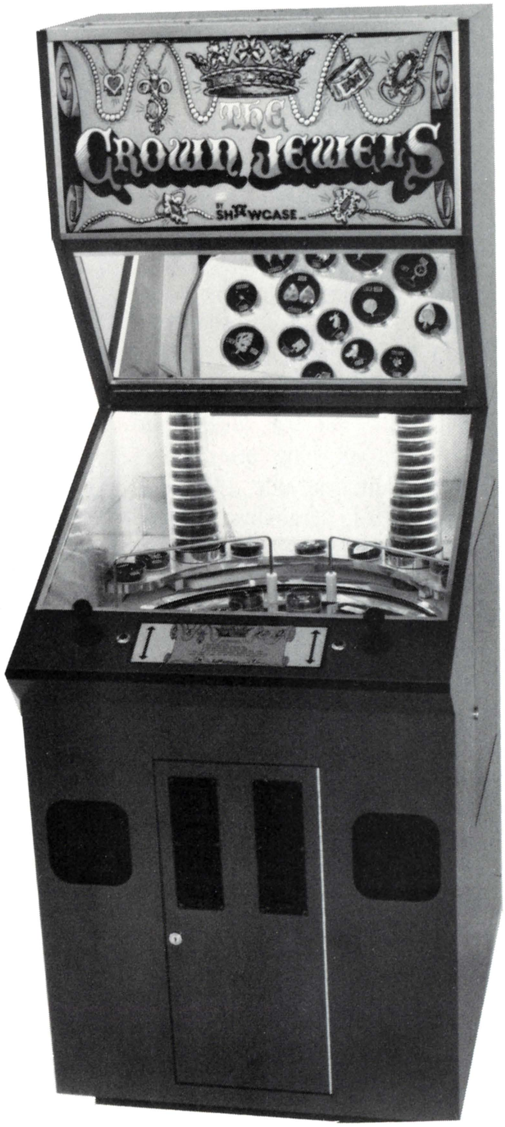
THE CROWN JEWELS



27″ WIDE; 33″ DEEP; 30″ TO 47″ HEIGHT
30-CUP SELF LOAD

GRAVITY NEVER FAILS!

A GAME OF SKILL AND TIMING!



27″ WIDE; 33″ DEEP; 74″ HEIGHT
80-CUP SELF LOAD

FEATURES of The Crown Jewels:

- Self loads by gravity
- Joystick controlled
- 2-Player action
- 25¢, 50¢ slide switch
- Players have directional control of arms
- Adjustable timer
- Automatic security gates
- More flash and sizzle than any other merchandiser
- You can see the quality!

A TRUE GAME OF SKILL

SHOWCASE INC.

1-800-642-7263 **(In Florida or After Hours: 813-355-8667)**
P.O. BOX 34085, 1781 INDEPENDENCE BLVD. #4, SARASOTA, FLORIDA 34234

KONAMI STRESSES THE HUMAN ELEMENT

"The most important component of every division is its workers, people who are intelligent and strong but also have a great awareness or sensitivity to needs. They also have a reservoir of talent and an abundance of creativity."

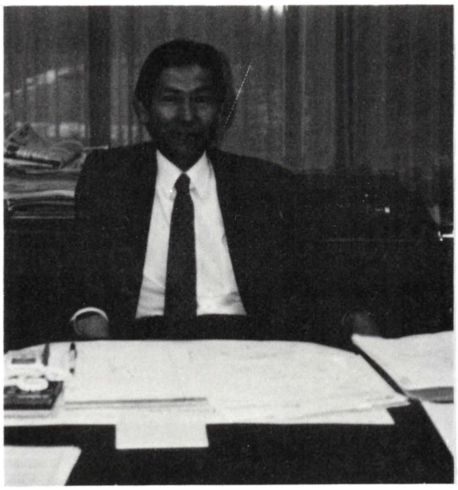
Thus begins the Konami Industries, Ltd. annual report that details the important elements of this successful company: Sensitivity, Creativity, Energetic Effort, Communications, and Flexibility.

Konami was established in Toyonaka, Osaka, Japan in March, 1969. The company is a relative newcomer to U.S. shores, having opened it's first American office, Konami, Inc., in Los Angeles in November, 1982. Not long after came Konami Ltd. of London in June, 1984 and Konami GmbH of Frankfurt, West Germany in December the same year.

Konami, Inc. moved from Los Angeles to Chicago in October, 1984 when it merged with Interlogic, a manufacturer of video kits. The company built new U.S. headquarters in Wood Dale, Ill. in September, 1986. At the helm of the U.S. operation is Mr. Kiyoshi Mizumaki, executive vice president, who oversees all activities of both the coin-operated and consumer divisions. When discussing the present state of the industry, Mizumaki said, "I think the market is not shrinking. Fortunately, we have a large research and development staff who will continually make excellent games." He credits Konami's success to not only research and development, but also an experienced sales and marketing staff.

Those two vital combinations have produced a string of Konami hits such as *Contra, Blades of Steel, WEC Le Mans, Double Dribble, Rush 'N Attack, Wizz Quiz,* and *Yie Ar Kung Fu*, among others. Konami's newest offerings for the spring include *Contra II, Top Gun* and *A JAX.* Long known for quality kits, Konami entered the dedicated market in 1987.

Steve Kaufman is a Konami vice president and heads up all activities of the coin-op division. He stays in close touch with the parent company in Japan and travels there about three times a year. Kaufman has an extensive background in the industry and started in this business as a youngster. His experience includes many years in sales management, importing, and exporting.



Mr. Kiyoshi Mizumaki

Steve Kaufman

Frank Bundra

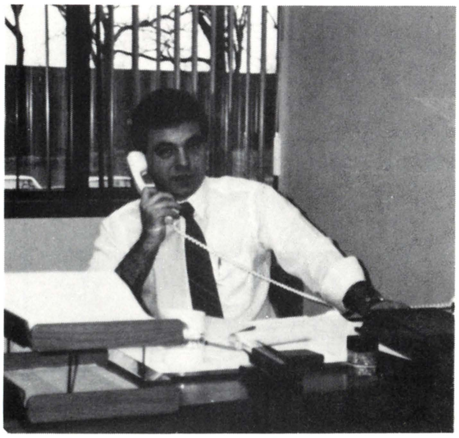
Frank Bundra, also a vice president, is heavily involved in sales and the production of new games, as well as overseeing activities of the coin-op department. He began his career at Interlogic in 1981 and was promoted to vice president in 1983. He retained that position when Konami and Interlogic merged.

Frank Pellegrini, national director of sales and marketing, has been in the industry about ten years. He joined Konami in 1984 after holding positions at Bally and Atari. In addition to sales, he is involved in advertising and other promotional materials.

Jerry Korbecki is technical service manager and has the responsibility of supervising customer service, repairs, and parts. He is also involved in preparing test game cabinets and overseeing production. He joined the company in 1984. Joey Bundra is purchasing/production manager and purchases parts for games (both kits and uprights) and handles inventory control. He began at Interlogic six years ago.

Mary Hermanson is marketing and research coordinator and is responsible for all testing of new games from headquarters and games developed in-house, plus handling press releases and promotional literature for new games.

Rounding out the staff are technicians Joe Guagenti, Jim Prokup, and Paul Sawicki. Laura Burlingame is executive secretary and Lynette Marshall is the receptionist.

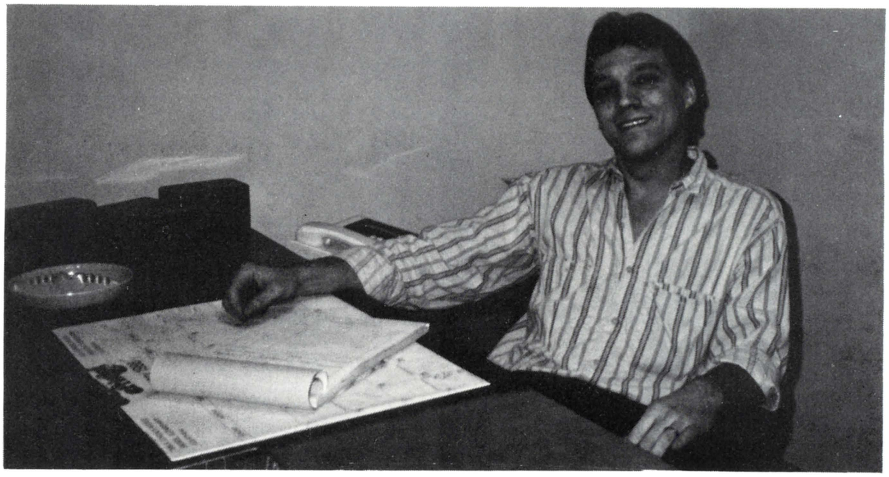


Frank Pellegrini

These are the faces you see in Wood Dale and the voices you hear on the phone. All together they make up the human element necessary in bringing those high-tech games to the desired audience.

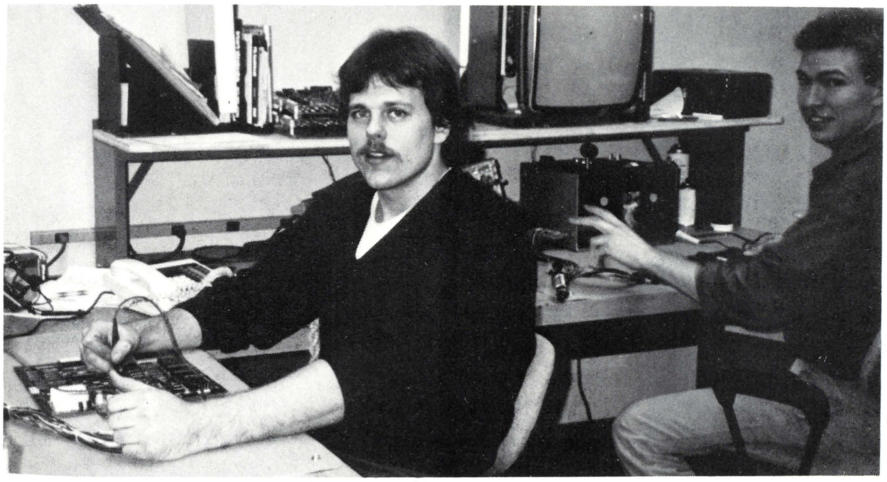
According to Fumihiro Hishikawa, chairman of Konami Industries, Ltd., "Our three main strengths--talented personnel, individual creative freedom, and organizational expertise--are integrated into one dynamic young company with bright visions of tomorrow. Our goal is to rise above the limited 'high risk, high return' philosophy so widespread today in favor of developing a flexible structure geared to prosperity well into the next century."

Joey Bundra



Jerry Korbecki

Mary Hermanson

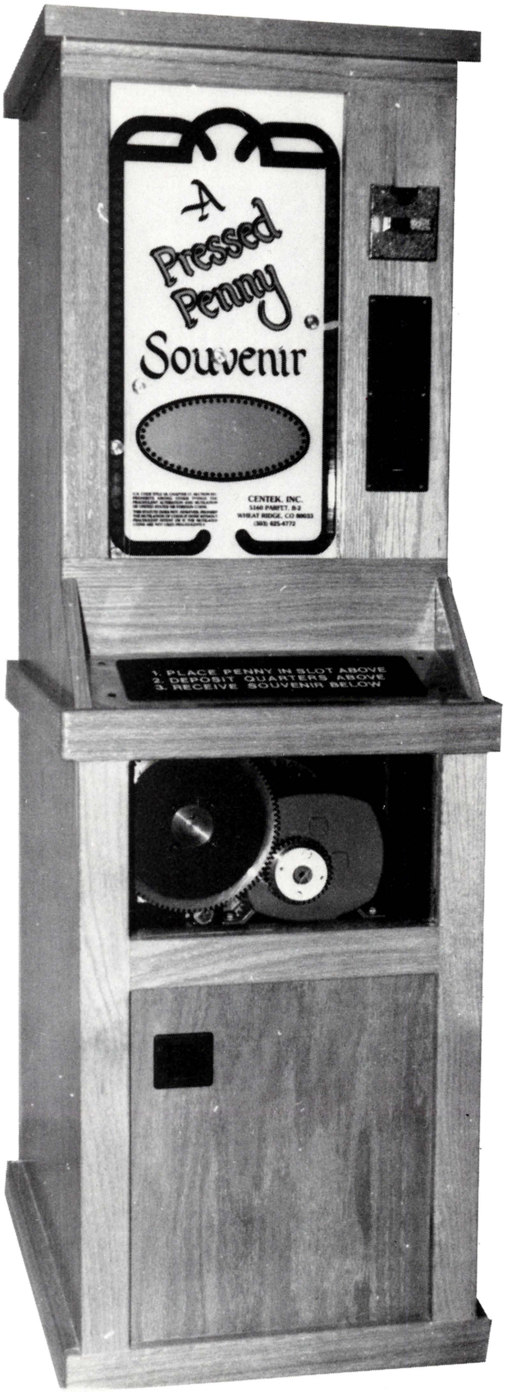


Paul Sawicki (l) and Jim Prokup

Laura Burlingame (l) and Lynette Marshall

Joe Guagenti

CENTEK INC.


A Pressed Penny Souvenir
1. PLACE PENNY IN SLOT ABOVE
2. DEPOSIT QUARTERS ABOVE
3. RECEIVE SOUVENIR BELOW

INTRODUCES ITS NEW MODEL WHICH ALLOWS FULL VIEWING OF PENNY FROM TIME OF VALIDATION TO YOUR CUSTOMER RECEIVING THEIR PRESSED PENNY SOUVENIR.

FEATURES

- * OAK CABINET
- * NEW JAM PROOF PENNY VALIDATION
- * FULL VIEWING OF PRESS CYCLE
- * CUSTOM STAINS UPON REQUEST(Allow 2 weeks)
- * BRASS EAGLE LEGS(Option)
- * PRICES FROM 25¢ TO $1.25
- * NO STOCKING NECESSARY
- * ALL DIES CUSTOM-MADE
- * NO OBSOLESCENCE

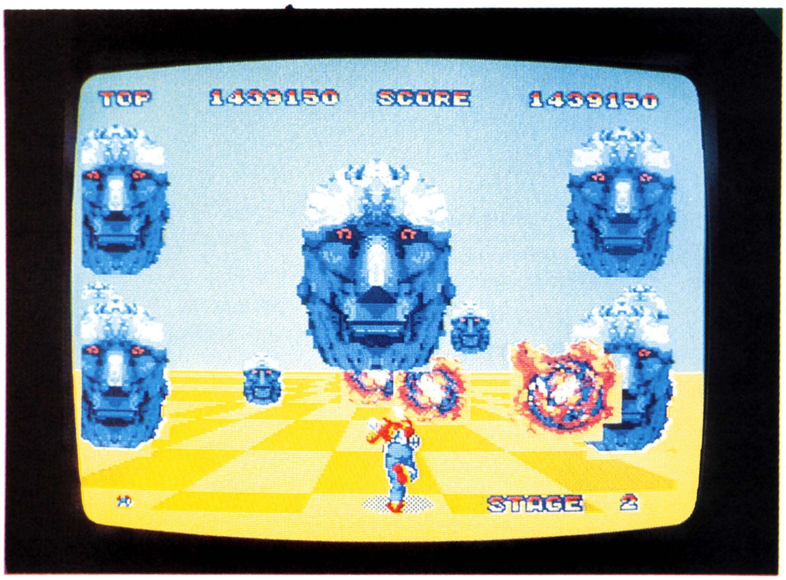
CENTEK INC.
5160 PARFET B#2
WHEAT RIDGE, CO 80033
303/425-4772

HOMEWARD BOUND (PART II): Video game systems stage a remarkable comeback

by Roger C. Sharpe

In the November issue of Play Meter we reported on the phenomenon of home video game systems, focusing primarily on the hardware and promising to follow up with a detailed look at the software, the driving force behind the success and popularity of this new generation of games. In this installment we will attempt to identify the major players in a lucrative arena that can influence the future of coin-operated amusement machines as well as potential audiences for this video-inspired home entertainment.

The home video story remains relatively quiet although retail shelves were almost cleared of systems, game cartridges, and add-on products during the past holiday season. Yet the home market is growing steadily. The days of media hype and concentrated attention are gone. Except for brief mentions in the trade press on home systems along with the toy/electronics industries, coverage has been sporadic giving hope that history might not repeat itself.



SEGA SPACE HARRIER

Unbelievably, it has been just over a decade since the first coin-operated game machines hit the marketplace, ushering in an era that would include the personal home computer. Many felt that the roller coaster ride would never end and that the boom would last forever. Well, forever came to a screeching halt. The reality was a foundation of inferior product, market saturation, and technological stagnation that turned on, then off, a generation of players.

Today, the mood is refreshingly different; home video has recaptured its luster as a viable growth area. In fact, electronics in general has reemerged as a major force in education and entertainment. Manufacturers and retailers have realized that buying patterns don't have to be limited to a seasonal surge. This has translated into a methodical introduction of products to keep consumer interest and enthusiasm at a peak.

Each system has its own distinctive features and each is seeking dominance in a market where sales are said to have totaled more than $800 million by the end of 1987. But, it is software which drives the market. We learned from past experiences that any game system must remain "active" in order to survive.

Software availability and quality can mean the difference between a machine that is well-received and one that quickly fades. In the personal computer field, Macintosh achieved its market penetration with an excellently perceived machine, great graphic capabilities, and third-party software suppliers. Amiga and Atari ST have not been as readily accepted because they lack the software libraries necessary to justify the purchase. It's the same for the home video game systems.

NINTENDO

Nintendo's secret for success with its Nintendo Entertainment System (NES) is an extensive library of game titles including recognizable arcade hits from a host of third-party software suppliers which are the foundation of the VS and PlayChoice coin-op systems.

When the NES was unveiled, Nintendo promised and delivered arcade quality sights and sounds. A light gun called the Zapper was added along with a Robotic Operating Buddy (R.O.B.) that became central to the initial advertising blitz. Nintendo then brought out its own barrage of games that were broken down into categories. These included the *Robot Series*, which attempted to utilize the talents of R.O.B., although there are only two games for use; the *Light Gun Series*, which

The Official Nintendo Player's Guide
A complete review of over 90 games for your N.E.S.
Nintendo

brought back to life such arcade entries as *Duck Hunt, Hogan's Alley*, and *Wild Gunman*; and a *Programmable Series* added a new twist for such endeavors as *Excitebike* and *Wrecking Crew* which allowed players to create their own layouts and levels of play.

An *Education Series* has remained relatively quiet with only *Donkey Kong Jr. Math*, while the *Sports Series* has blossomed thanks to *Golf, Baseball, Tennis* and the licensed *Ten Yard Fight* from Irem. An *Action Series* proved to be a catch-all for games like *Super Mario Bros., Kung Fu* (also from Irem), *Pinball*, and *Clu Clu Land*. The *Arcade Classics Series* was a way to bring back *Donkey Kong, Popeye*, and *Mario Bros.*. When NES was introduced, Nintendo had readied over two dozen titles on its own to feed the market.

But Nintendo didn't stop there. It began developing a new generation of home-made games that included the highly acclaimed *The Legend of Zelda*, an excellent adventure game with a built-in lithium battery and memory storage; a follow-up called *The Adventure of Link*; and new *Password Pak* games where players could enter secret codes to return to the same stage where they left off in *Kid Icarus* and *Metroid*. In addition, *Mike Tyson's Punch-Out!!!* was introduced along with *Pro Wrestling, Volleyball*, and *Slalom*. And the titles keep coming with the recent announcements of *Rad Racer* and *Pro-Am Racing*.

Nintendo has remained active even though there are a wealth of licensees promising at least ten titles before renewing their two-year contracts. It is through these third-party game developers that Nintendo is providing well-known arcade games from manufacturers who see a ready and willing aftermarket, along with titles that are being developed expressly for the home.

The interesting aspect of the relationship Nintendo has with its extensive list of licensees is that Nintendo is doing all the manufacturing as well as establishing approvals for what can and cannot be done in support of the NES. By retaining some measure of control, Nintendo is hoping to avoid the problems associated with failures encountered at the beginning of this decade when games were being introduced for systems such as the Atari 2600 VCS by companies with no expertise or sensitivity to the market. And Gresham's Law proved to be true when the bad drove out the good.

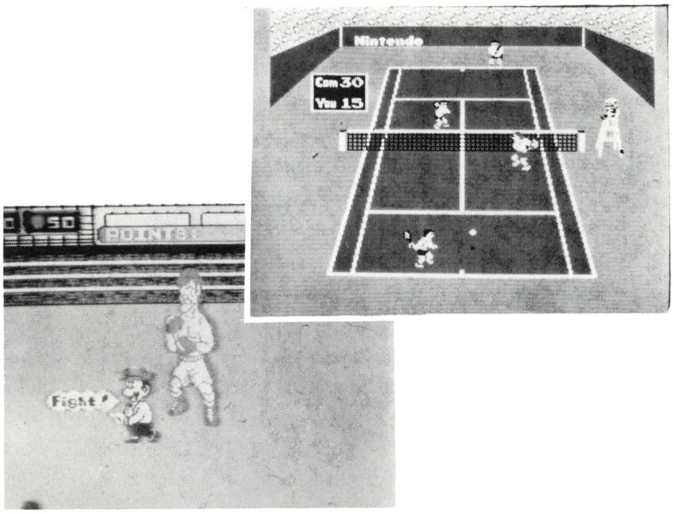
However, today there is an amalgam of companies intent on supplying NES owners with a diversity of games. Nintendo has garnered an impressive number of this industry's finest leading lights. Most are aware of the vagaries of the consumer marketplace, having competed for the initial home systems, and attempting to generate sales for computer-based software on the leading systems from Commodore to IBM and Apple.

For those companies already familiar with the market, the need for promotion and visibility is going to help assure their success along with the Nintendo system. Others will fall victim to the fickle nature of the consumer audience because they don't understand what is necessary to attain media coverage and gain attention.

Acclaim Entertainment, Inc. has brought together Gregory Fishbach, former president of entertainment for RCA International, and Rob Holmes, former head of Activision marketing. The result has been an initial outpouring of products that have ranged from the first 3-D Nintendo game (complete with special 3-D glasses) called *The 3-D Battles of WorldRunner*, a first-person perspective space adventure called *Star Voyager*, and sub-licensing for games like *Winter Games* via Epyx and *Tiger-Heli* from Taito. Also soon to be released is Acclaim's *Wizards & Warriors*, an exciting fantasy adventure with state-of-the-art graphics.

Activision achieved notoriety for its Atari 2600 games and then ventured into supplying entertainment software for the major personal computer systems. The company is back with *Super Pitfall* for the NES that hopefully will parlay the recognition of Pitfall Harry from a previous incarnation.

Bandai America was once a major factor in hand-held electronic games and has taken that experience to the home market with some original titles such as *Ninja Kid, Chubby Cherub*, and *M.U.S.C.L.E.* which trades off the little action figure



THE BEST JUST KEEPS GETTING BETTER

Super Duper Casino offers 10 original hits, the games players want...

Action games: Rush Hour, Brick-Break

Card and horse race games: Draw Poker, U.S. Craps, U.S. Black Jack, U.S. Chariots

Word games: Wizard of Words, Sex Trivia I, Sex Trivia II, Sports Trivia

Super Duper Casino gives you the choices you demand...

☐ Available in 9″ or 13″ monitor models, also in stand-up version

☐ Dedicated game or conversion kit

☐ Advertising screens

NOW 10 SUPER HITS IN ONE GREAT GAME

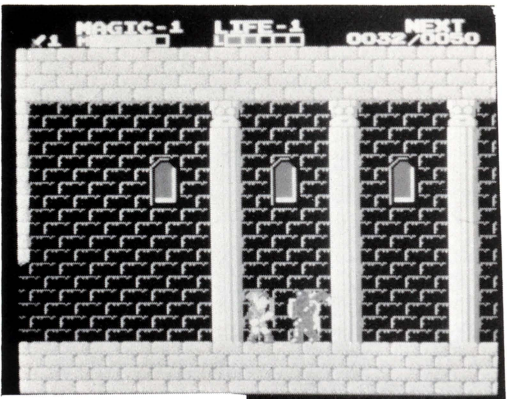
SUPER DUPER CASINO

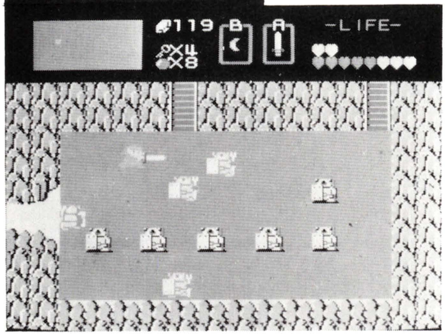
From the creators of Little Casino and other top earning countertop games since 1981.

U.S. GAMES, INC.

1-404-441-2910

4025 Pleasantdale Road
Suite 230
Atlanta, GA 30340





wrestlers. Bandai has sought to generate a following with its system for the system: the Family Fun Fitness exercise mat accessory is a unique approach for providing some evolutionary player involvement in the home as players attempt to maneuver the on-screen characters through five different challenges in the *Athletic World Game* pak and the more recent *Stadium Events* pak of Olympic-style track and field competitions.

Broderbund Software is another standout from the personal computer industry. Along with its success came reverse licensing relationships that brought to the industry *Choplifter*, *Lode Runner*, *Spelunker*, *Raid on Bungeling Bay*, *Deadly Towers*, and *Sqoon*, licensed from Irem.

Fujisankei Communications International (FCI) is hoping to blast players to outer space with two offerings that include *Zanac*, an interesting space game featuring some artificial intelligence so that play increases in difficulty depending upon a player's skill level; and *Lunar Pool* which brings to the screen 60 different table configurations and eight different levels of play.

LJN Toys, Ltd., a toy industry power, has taken a different approach with the company's "Enteractive" line of games. Interestingly, LJN is providing a real world connection with *Jaws* and *Gotcha!* from Universal City Studios. *Gotcha!* plays off the film of the same name and utilizes the Zapper. *The Karate Kid* from Columbia Pictures, *Major League Baseball*, and *Town & Country Surfing/Skateboarding* are titles that should find an attentive and receptive audience.

Capcom U.S.A., Inc. has readied itself for a full assault in the home with *Commando*, *1942*, *Ghosts 'N Goblins*, *Speed Rumbler*, *Side Arms*, and a soon-to-be released *Mega Man*. *Data East* is another company that has been there and back in terms of tapping into the lucrative home market. The company is better than ever with faithful renditions of such arcade stalwarts as *Tag Team Wrestling*, *Karate Champ*, *Burgertime*, *Ring King*, and more.

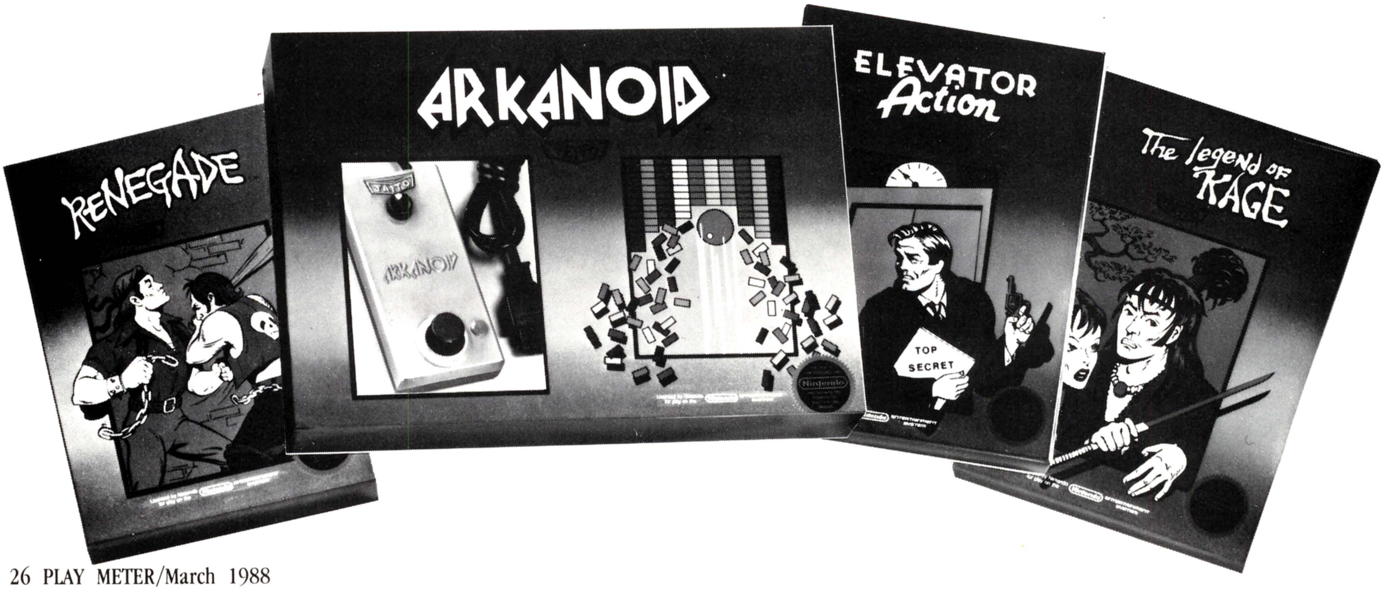
Irem has gained success with its coin-op licensing efforts and is now attempting to jump to the home audience with two offerings: *Sqoon* (via Broderbund); and *Kung-Fu II*.

Konami is hitting hard with *Gradius*, *Track & Field*, *Rush 'N Attack*, *Castlevania*, and the newly introduced *Top Gun*, based on the hit movie. This is one company that has always supported the home and recognized the profit potential whether it was for the old Atari, the ill-fated MSX computer system standard that never got off the ground in the United States, valiant attempts at innovative hand-helds, the major computer systems, or now, a new generation of game players.

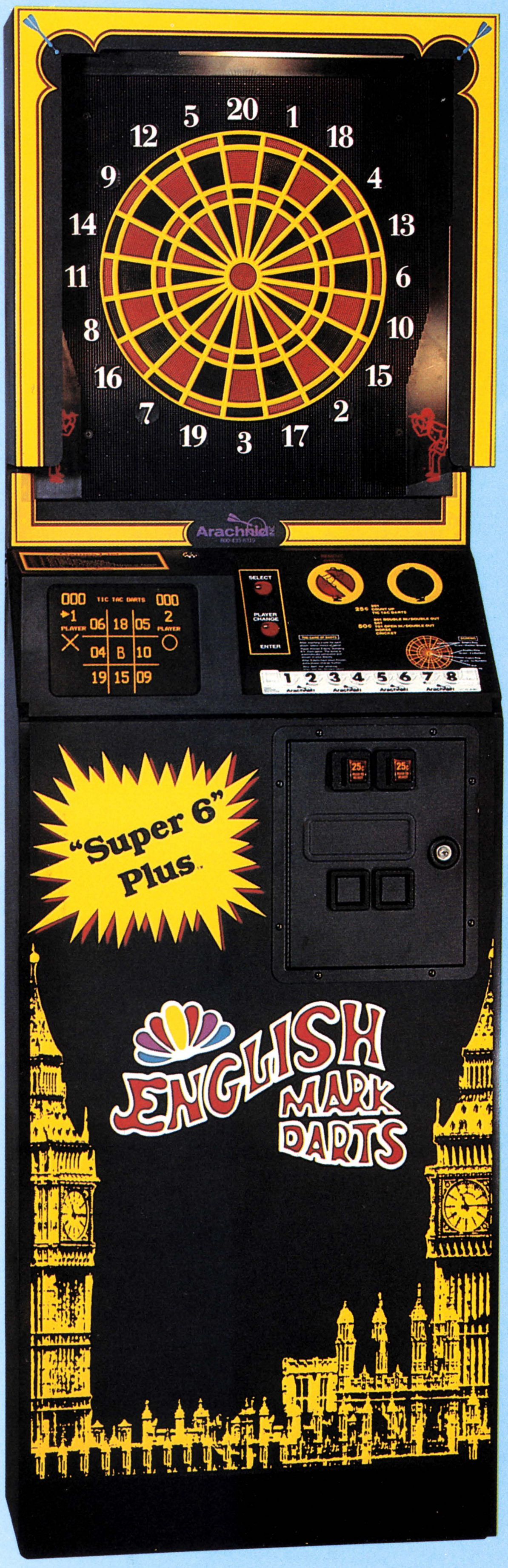
SNK Corporation of America is also taking an aggressive approach to the home market with such standout efforts as *Ikari Warriors, Athena, Alpha Mission*, and an upcoming title called *Fighting Golf*.

Sunsoft is a surprise entry into the home market. It's hoping to parlay an agreement with Bally and Namco for *Spy Hunter* and *Skybird* for home profits that can aid further growth and expansion into both the arcade and home arenas.

Taito has joined Nintendo's line-up with *Elevator Action*, *The*

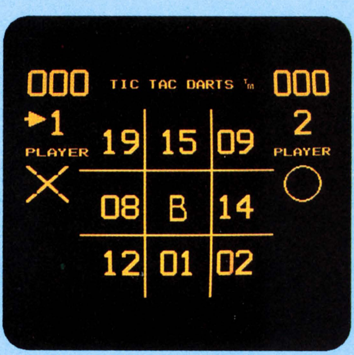


"Super 6" Plus™

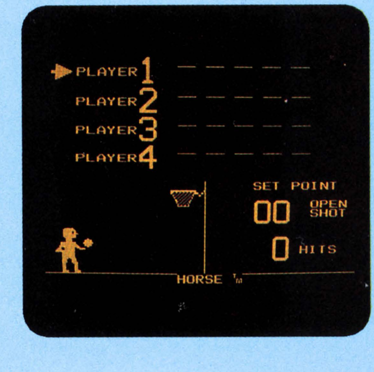

5
20
1
12
18
9
4
14
13
11
6
8
10
16
15
7
2
19
3
17
Arachnid
SELECT
PLAYER CHANGE
ENTER
1 2 3 4 5 6 7 8
"Super 6" Plus
ENGLISH MARK DARTS

Super 6 Plus™

Exciting new games from Arachnid, Inc. are now available for all on location Super 6 English Mark Darts games. Take advantage of the expansion capabilities of the Super 6 by installing Super 6 Plus™.


000
TIC TAC DARTS ™
000
▶1
PLAYER
2
PLAYER
19 15 09
08 B 14
12 01 02

Tic Tac Darts™ — The game that brings one of the most familiar pastimes ever to darts. Connect three squares and win, while your opponent also tries to connect three. Tic Tac Darts™ is a new game every time it is selected, the computer randomly generates a new number combination for each game of Tic Tac Darts™.


▶PLAYER 1
PLAYER 2
PLAYER 3
PLAYER 4
SET POINT
00 OPEN SHOT
0 HITS
HORSE ™

Horse™ — The traditional street basketball game comes to English Mark Darts! Issue the letters H-O-R-S-E to your opponents and knock them out of the game. Horse™ is an innovative game for competitive players. Watch the Super 6 Plus™ screen for the basketball player making a shot with each scoring dart.

Arachnid INC T.M.

The Originator of Electronic Darts

P.O. Box 2901
Rockford, IL 61132-2901
800-435-8319 or
in Illinois (815) 654-0212

AMUSEMENT & MUSIC
AMOA
OPERATORS ASSOCIATION
® Member

©1987 Arachnid, Inc.
Copyright Pending on both Tic Tac Darts™ and Horse™
Patent Pending - Video Monitor Application

Legend of Kage, *Arkanoid*, which is packaged with its own special joystick controller, and *Renegade*.

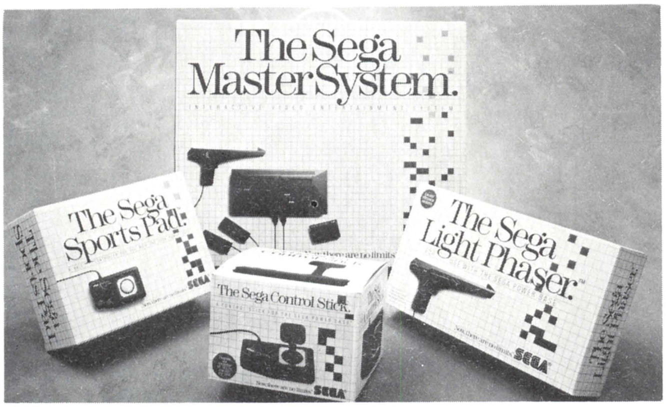
Tecmo has hit store shelves with *Rygar*, *Mighty Bomb Jack*, *Solomon's Key*, and *Star Force*.

This is what has made Nintendo such a major factor in the growth of the home market. The competition, however, hasn't watched idly. They have been creating their own market presences.

SEGA

This coin-op power has been through the battle for dominance before and this time has aligned itself with Tonka, a company with a history of quality toy and game products. This merger should assure shelf space and a strong presence.

Interestingly, the Sega Master System is an exceptional piece of work that features advanced capabilities. Sega is introducing primarily its own games, with a little help from some licensed efforts that should add luster for those not totally familiar with the Sega arcade games. But even this last hurdle should fade with games like *Out Run*, *Hang On*, *Enduro Racer*, and the upcoming *After Burner* for the home. These are great executions of the coin-op hits and this is where Sega's strength is going to have to come from if it is to succeed.



But there's still more for this system which offers 128K of ROM and 128RAM and a host of peripherals such as a solid control joystick, Light Phaser, and a track-ball Sports Pad that can be used with specially designed sports games. The major centerpiece of the system is advanced 3-D games complete with 3-D glasses, high-tech, computerized liquid crystal shutters, and vivid game play. In fact, the number of Sega 3-D games is growing with such efforts as *Missile Defense 3-D*, *Zaxxon*, *Maze Hunter*, and *Space Harrier* as Sega attempts to position this peripheral as something that will be supported with quality product that should justify the initial investment.

Sega is building a vast library of sensational games in the sports category: *Great Football*, *Great Golf*, *Super Tennis*, *Great Baseball*, and a super boxing game tied into *Rocky*. In fact, these sports titles and others are sophisticated renditions with some speech, good sound effects, superior graphics and active, head-to-head play.

The Rocky tie-in is indicative of Sega's effort to to establish an operating framework of selected licensees with recognizable themes suited for the target audience. The Master System can also play *Rambo First Blood Part II*, *GhostBusters*, and an upcoming video game version of *Monopoly*.

It is difficult to sustain an entire market based on in-house capabilities only, but Sega has the background to accomplish this undertaking. Sega has opened a broad base of games that appeal to players of all ages with adventure games like *Fantasy Zone*, *Alex Kidd in Miracle World*, *Quartet*, *Alien Syndrome*, *Black Belt*, *Choplifter* (from an old Broderbund agreement), *Fighting Falcon* (a very impressive flight simulator), and a number of super games expressly for the Light Phaser.

Sega's Two-Mega Cartridge library brings 2096K of memory to a home video game system for the first time. The result is higher resolution graphics, digital sound, and more intricacies in game play. In addition, Sega has developed Sega Cards, credit card-thin games that incorporate 256K of memory. The total impact has made the Sega Master System extremely viable for today's audience.

ATARI

Here is a company that, on the surface, looks to be a reluctant combatant in the home video game wars. Amazingly the 2600 VCS refuses to die and with some new packaging was resurrected last year based on consumer demand. Let's not forget that almost 20 million units were sold during the turbulent video game boom. But the system's capabilities haven't changed and shows its age as a result. Besides *Midnight Magic*, a variation of the computer pinball classic, and *Solaris*, the 2600 has received very little outside support. The exception is Absolute Entertainment which has Gary Kitchen of Activision and others bringing *Title Match Pro Wrestling* and *Skateboardin'* to the ranks of an overwhelming list of titles that were very much in evidence over the holiday season.

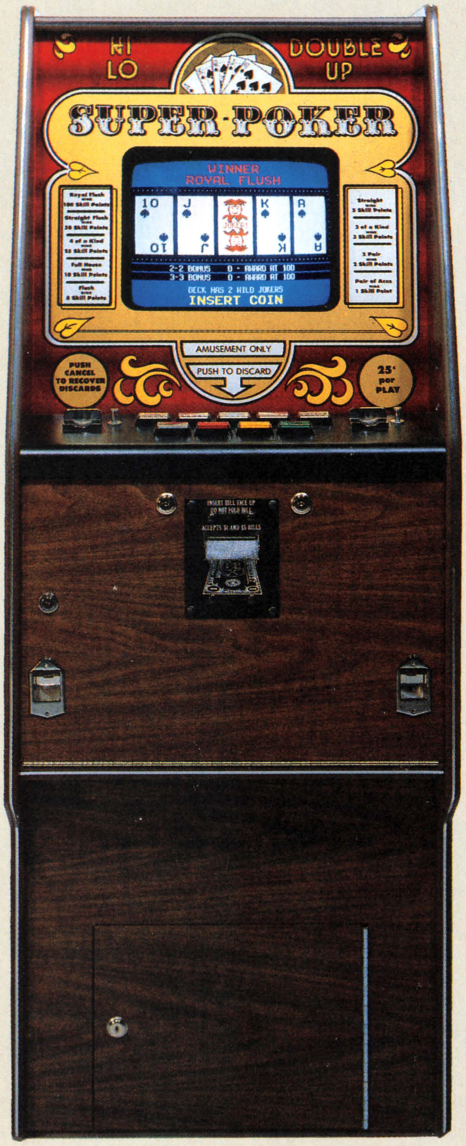
With Jack Tramiel and family at the helm of Atari (not to be confused with the coin-op division) much of the focus has been on competing in the personal/business computer marketplace but the company couldn't ignore the home market. Mike Katz, a home game system veteran, was hired to ride herd on the 2600 and the 7800 Pro System which was developed at the end of the original Atari days in 1984.

Surprisingly, this system doesn't show its age in it's graphic capabilities. But its library of titles is not as impressive as the

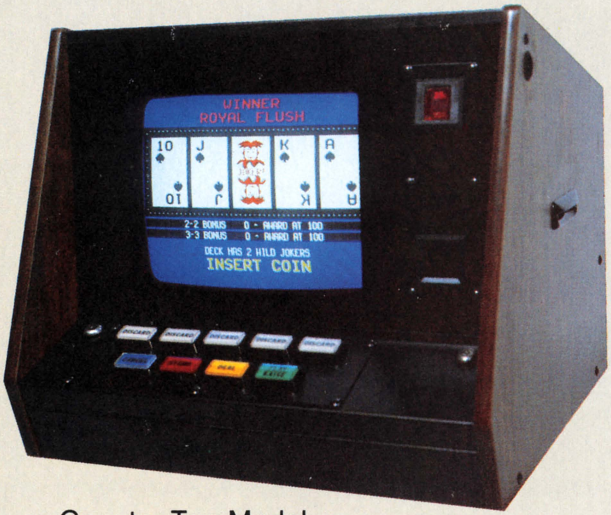
SUPER POKER

By **GRAYHOUND ELECTRONICS, INC.**

Increase Your Locations Income Dramatically


HI LO
DOUBLE UP
SUPER POKER
WINNER ROYAL FLUSH
2-2 BONUS 0 - AWARD AT 100
DECK HAS 2 WILD JOKERS
INSERT COIN
AMUSEMENT ONLY
PUSH TO DISCARD
PUSH CANCEL TO RECOVER DISCARDS
25¢ per PLAY

Upright Model
With Rowe Bill Acceptors Optional
Height 61″ • Width 23″ • Depth 24″


WINNER ROYAL FLUSH
2-2 BONUS 0 - AWARD AT 100
3-3 BONUS 0 - AWARD AT 100
DECK HAS 2 WILD JOKERS
INSERT COIN

Counter Top Model
Height 21″ • Width 21″ • Depth 22″

Great *JOKER POKER* Game With Added Deluxe Features In Game Play Which Will Increase Your Income Tremendously

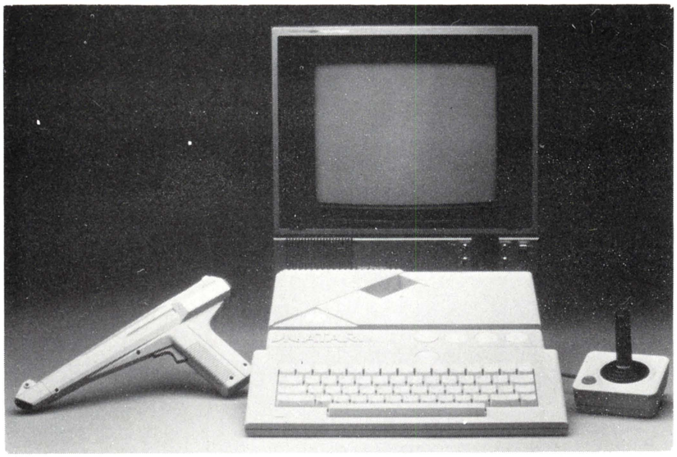
FEATURES

- Optional Menu Selection
- Adjustable Win Percentages
- Selectable Cards Or Bears Graphics
- Raise Feature Optional
- Adjustable Minimum Hand To Win
- Adjustable Points Per Play
- Adjustable Coins For Wild Cards
- Adjustable Maximum Bet Feature
- Adjustable Number Discards Per Hand
- Adjustable Bet For Wild Cards
- Progressive Feature Optional
- Hi-Lo Feature Optional
- Half Bet In Hi-Lo Play

Quality Is Not Expensive ...It's Priceless!

GEI **GRAYHOUND ELECTRONICS, INC.**
(not affiliated with The Greyhound Corp.)
Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08753
Toll Free 1-800-222-0491 • in New Jersey 1-201-341-5200

Manufactured in the U.S.A.



Sega or Nintendo systems. Despite the fact that the system can also play 2600 system games, the bulk of the approximately two dozen titles are old arcade favorites such as *Robotron 2084*, *Galaga*, *Pole Position II* (which comes with the system), *Food Fight*, and a couple of newcomers including *One-on-One Basketball* from Electronic Arts and *Karateka* from Broderbund,

Now, Atari's approach is one built on past successes and licensed titles from the home arena that have been popular for the major computer systems. But then the 7800 was just a filler last season while Atari developed its main attraction: game system that is really a computer capable of running word processing software and much more--the Atari XE Game System.

With 64K memory and a full-functioning keyboard, the XE also adds a target gun (which appears to have become a game system staple) and the ability to tap into an existing massive library of titles from the old Atari 400, 800, and XL computers. The result is hundreds of games and software packages that should help propel the XE into the limelight. In addition, an XE disk drive will soon hit store shelves to further promote the concept that there's more than just fun and games available.

The third party support for the XE reads like a who's who out of the pages of InfoWorld and the other computer buff magazines led by Microprose, Synapse, Avalon Hill, Broderbund, Electronic Arts, Gamestar, Activision, Muse Sublogic, Datamost, SSI, Datasoft, Sierra, Epyx, Infocom, Spinnaker, Sega (via some previous licensing), Sirius, Parker Brothers, and more.

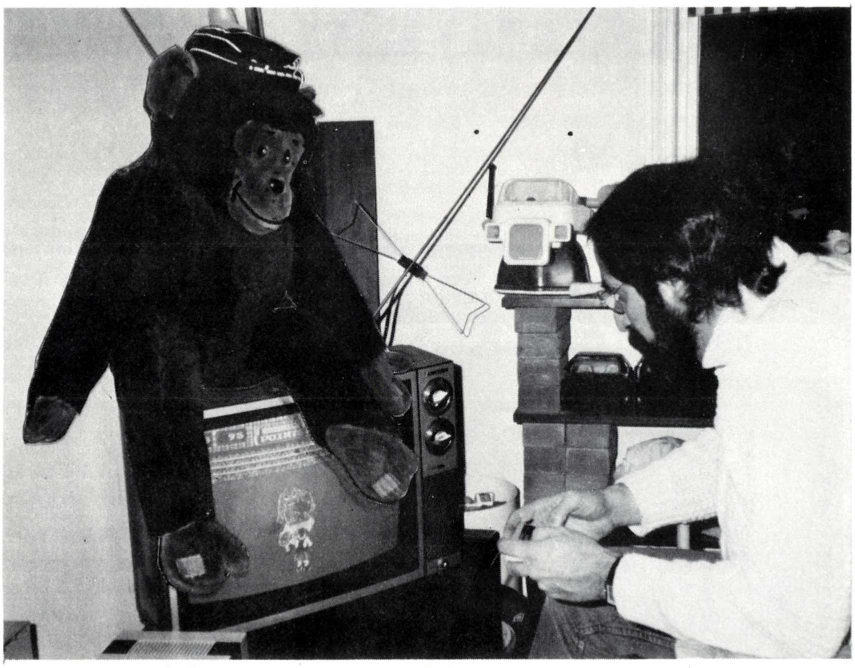
The lines have been drawn for this new era of home video game system wars. With a receptive marketplace supporting almost all efforts it should be interesting to see whether or not home video systems can sustain year round growth and attain the success that everyone anticipates.

Even without the media hype, home systems are becoming a staple for the entire toy and game industry. What effect home systems have on coin-op is anyone's guess at this time, although most agree that the time between the coin-op and home release will be a standard six month delay. And if the home becomes a proving ground for the next generation of coin-op game players, so much the better, everyone wins.

"Even without the media hype, home systems are becoming a staple for the entire toy and game industry."

ATARI
XE
VIDEO GAME SYSTEM
THE ULTIMATE SYSTEM FOR THE ADVANCED GAME PLAYER

Roger's kids, Joshua (left) and Zachary, with the Atari system.



Could it be that Roger thinks he can teach just *anyone* how to play!

WINNING CREATIONS, INC.

presents

The Most Dynamic and Innovative Concept For Cranes and Rotary Machines

CAPSULED JEWELRY AND MERCHANDISE

- Genuine Diamond Pendants
- Assorted Earrings
- Mens and Womens Rings
- Watches
- Lighters
- All Types of General Merchandise
- Leather Bound Boxes
- Exclusive Picture Frame Boxes

Much More in All Price Categories

This exclusive packaging eliminates taping down items in boxes and broken boxes. It will make your machines virtually attendant free. Leather bound boxes and exclusive picture frame boxes also available.

Some Items May Vary

OUR BASIC TWO PACKAGE DEALS

PACKAGE #1
(Boxed Items)
C/Z Pendants, C/Z Earrings
Rings, Chains, Genuine Diamond
Items, Assorted Pendants

PACKAGE #2
(For Rotaries)
Includes some items in Package # 1
plus: Assorted Styles of Earrings,
Watches, Lighters, Pins, Necklaces,
Most Items in Capsules.

Call Toll Free **1-800-752-7011 or 401-944-9238**

Over 3 Generations in Jewelry Manufacturing

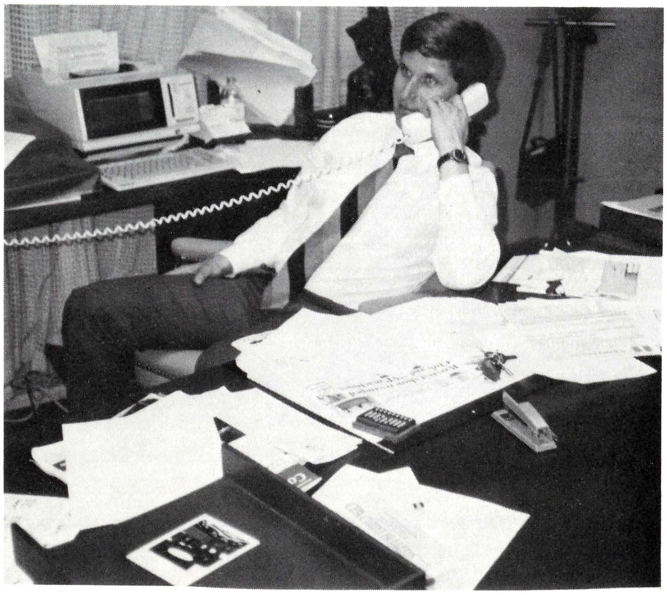
WINNING CREATIONS, INC., 624 Plainfield Street, Providence, RI 02909

"Do it right...Do it with jewelry...Do it with winning creations."
American Made

FEATURE

COINMAN INTERVIEW

By Valerie Cognevich



BRAD BROWN

> *"The way we bring these games through our distribution process reflects on our pricing strategy and operating philosophy."*

Our coinman this month is Brad Brown of United Amusements, which he describes as a national distributor. Brad started his industry career at Bally Northeast in 1982, working with Chuck Arnold who he fondly calls his mentor. Brad did extensive traveling for Bally as a salesman. When Bally announced plans to close up shop, Brad moved to the west coast where he intended to start a video game route. He did, in fact, begin putting the route together. He also began working with Hokkaido Electronics setting up the sales organization. Hokkaido was taking more and more of his time and soon he was fulltime.

Hokkaido changed its name to United Amusements to more aptly describe its multi-faceted goals. When asked exactly what he does, Brad modestly says, "alot!"

What are some of the games you have marketed?

The first game, which has been very successful, was *Mission XX* licensed from UPL of Japan. We recently released *AirWolf* from Kyugo Trading of Japan and *Perfect Billiards* from Nihon Systems also of Japan. These represent the games that United Artists Theatres Group has licensed out of Japan and are using on their route operations.

Are you marketing the games?

We are direct marketers of the games. The way we bring these games through our distribution process reflects on our pricing strategy and operating philosophy. We've sold these games direct to operators from Maine to Hawaii.

So your strategy is selling direct to operators?

Yes, we sell to individual operators. However, we don't intend to break the triangle of manufacturer, distributor, operator. This is just another marketing strategy.

Where do you think you would fit in the triangle you mentioned?

Our company would fit in as a manufacturer/distributor. But I use the word manufacturer loosely because a lot of that is really importation. If Sega sells a brand new game as a conversion kit, is it really a manufacturer?

"If you can beat depreciation you can beat this business. But the philosophy of the downward spiral where games start at the top and slowly work their way down is not a good system."

Are you saying that some companies we call manufacturers are really marketing arms for Japanese companies?

Most definitely. Basically, we are dong the same thing. We consider ourselves competitors of manufacturers. They just distribute their products differently.

There are many companies looking to license the best product. Are you able to get the good ones or are you getting the leftovers, so to speak?

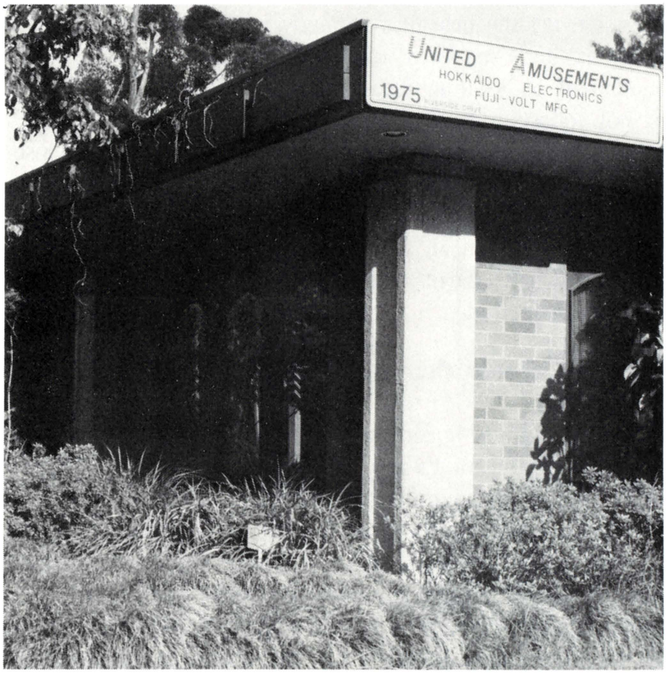
Knock on wood, we have been fortunate enough to get very good games. Take *Perfect Billiards* for example. Other manufacturers looked at it but since it is a billiard game they had preconceived ideas that a billiard game wouldn't sell in the U.S. That was fortunate for us because the game turned out to be a winner. The companies that want to market extremely large numbers said they couldn't do it with *Perfect Billiards.* We thought we could sell enough and we did.

How can you be confident about a game that bigger companies have passed on?

Sometimes they don't get to test games any longer than we do. For instance, a smaller manufacturer might say, "here's a board for you and here's a board for you, etc." These might be hand made boards. We all get say two weeks to test it. Then everyone scrambles to buy it based on the test results. I'm never 100 percent confident that a game will be the best game. No one ever is. However, I do know that if the game tested well for us and United Artists Theatre Amusements that I can use it in our operation. For instance, I know Jon Dougherty (United Artists Theatres) can use a couple of hundred of them. I'll also know that some of my other customers can use some. You see, we are offering these games at much lower prices.

Are you looking at lower volumes?

Sure I am because I'm a small distributor. If someone like Romstar, with its distribution capabilities, had sold *Perfect Billiards* as many would have been sold as *Arkanoid* because the game has proven to be that good. But, being small and in business only a year and a half, we haven't built operator confidence yet. They ask: Who are you? What do you do? How do I know your game is good? How come I don't see it at my local distributor? We have to overcome all these barriers before an operator will even try our game. When he does decide to take one, more than likely because it was a cheaper kit he'll put it in his lesser accounts. Operators don't treat the game like it's the best game that's out there. Operators prioritize their games. They buy a $3000 game and feel it's such a good game that it should go in the best "A" spots. Then they buy $1295 kits and since it cost so much, they put those kits in the best spots. Then by the time operators get to my kit, they'll put it in a location that is screaming for a new game but is not a great location. It's a self-fulfilling prophesy, if it doesn't cost as much it just couldn't be as good. Our games may not be number one or number two games, but they will be good earning games and show good return on investments.



You are very concerned about return on investment aren't you?

Return on investment is the most crucial part of this business. Not enough operators look at return on investment. They are obsessed about the next new game. I call this New Game Syndrome (NGS).

Most American operators practice the rotation system. This is rather simple. Each month they buy a few hot new games, mostly dedicated, and put them in the highest grossing "A" locations. Then they rotate older games from "A" to "B"

"We have to overcome all these barriers before an operator will even try our game."

sites, moving the machines formerly in "B" locations to "C" locations and so forth on down. Finally, they keep all equipment on location regardless of collections and whether or not collection income is less than service costs until such time as the equipment itself is worn out. Then they dispose of the worst equipment at any price it will bring. Complete this rotation system with high priced dedicated equipment, no sales force, and an accounting system unable to measure profit and you have some idea of how many operators practice their trade.

But what should they do?

Our philosophy is looking at a lot of factors in determining profitability. One of them is the resale value tied into gross collections. If an operator can sell his games at a level close to what he paid for them he can cut his depreciation costs. If you can beat depreciation you can beat this business. Most operators keep a game for over two years until there is no resale value. Our view is not to wait that long. Sell it and go on to the next game. When the income starts to drop, if an operator can sell that piece for a reasonable amount close to what he paid for it, he should sell it. Turn that cash over to the next game.

What about locations that demand only the top games?

It's a tough situation but operators have to look at their whole route and determine whether the demanding location is worth buying equipment for. If an operator does a real tough analysis, he may find that some of those demanding locations are not really profitable. All the operator is doing is counting money. When an operator is counting money just to please a location, it may be better to give it to his competition and let him spend the money. That will allow the operator to concentrate on the profitable locations. There are two ends when you are in business; the high end where you sell Ferrari's and then there's the guy that sells the Hyundais. The profit margin on Hyundais is pretty good. In our business the lower end is being neglected even though the profit margin is pretty good. I believe it is the "B" and "C" locations, for the most part, that generate the money because they are less demanding. If you can buy products for these locations at lower cost profit ratios and with a good return on investment an operator would make more profit there and have less headaches.

Is this where you feel you come in?

I feel that is where our expertise comes in. We try to concentrate not on the high end but selling good product for "B" and "C" locations. We can save operators money by selling them good, inexpensive kits that are going to give a better return which will enable operators to afford some of those top games. But the philosophy of the downward spiral where games start at the top and slowly work their way down is not a good system. That's why many operators continue to remain poor. They will continue to remain poor as long as they continue to operate with this philosophy.

But operators need dedicated as well as kits.

In reality only some of these games need to be dedicated. Most should be conversion kits. Kits present a problem in this way: It takes days or weeks before an operator can finish a conversion. In the meantime, locations are looking for equipment so it's been easy for operators to buy dedicated games. Yet, that whole philosophy isn't profitable. What operators need to do, and it's what they are doing in Europe, is use convertible cabinets. Operators who are buying them are increasing their ability to get games out quicker and more profitably. An operator using a convertible cabinet will take a fifth of the time to get a game into a location.

Certainly the idea of a convertible cabinet is nothing new.

A truly convertible or universal cabinet is one that will accept virtually every manufacturers game so you are not tied into the manufacturer for software. With the VS system, for example, you are tied to Nintendo for software. A universal cabinet accepts anyone's software. The cabinets are fixtures. If operators are rotating just the software their collections are going to be higher. Why? Because rotation is the name of our game. What if I could rotate five times as many games as you could in a single week? My overall gross revenues would be much higher. The reason operators can't do that without a universal cabinet is that they are using dedicated cabinets. The best operators in this country are the ones that are fully integrated.

You'll have to explain that.

Take Jon Dougherty from United Artists Theatres, Data East, or Romstar. They do everything. They import. They

PRIZES!1-800-892-2388

prizes!
800-992-2388
I'M HERS

manufacturer. They operate, distribute, and sell. The very best operators are going to do that. It's like McDonald's. They raise their own beef, have a manufacturing plant for bread. Everything is in-house. Those operators are doing everything right. There are a lot of lessons to be learned about running better businesses and squeezing more profits out of them. Operators are looking toward the manufacturers to bring out the next wonder-hit to take them out of the slump. It just isn't going to happen. Operators have to figure out a way to make more money.

But it would be very unrealistic for every operator to do all the things you mentioned.

Not every operator will do it. Not every operator can do it. But they can become more profitable by latching onto some universal cabinets or systems.

What about the distributor network. Will it change?

I don't think it will change as far as handling jukeboxes, cigarette machines, and vending equipment. However, video game distribution will change. Someday, operators may very well be buying video games from their local distributor in Japan. One of the most important things a local distributor does is help operators with financing. But most distributors are also operators so they are, in a sense, fully integrated with the exception of importation and manufacturing themselves.

Are the boards you sell parallel boards?

We do not sell parallel boards. We don't sell counterfeit boards, either. We are in the business of licensing games in Japan that are 100 percent legal. And although we don't belong to AAMA, for personal reasons, we don't believe in dealing in parallel boards. I think the parallel issue will be better addressed through Bill Beckham. I know it's a touchy issue but operators are very aware of what is taking place.

Going direct to operators has been tried before but didn't work. Even Centuri who was a well-established company couldn't make it work. Why do you think you will be successful?

I really couldn't say why Centuri failed. I can only imagine that the game business was in its down-side and the distributors, once they decided not to push product, literally cut Centuri's profits. I don't think Centuri was prepared for a negative response.

But surprisingly, it was the operators who insisted on buying from their distributors and even now the operators seem loyal to distributors.

They aren't as loyal as you might think. I think operators are more sophisticated than they were. They are certainly more sophisticated than they were when conversion kits were first introduced.

Have you had complaints?

You mean like what if an operator has a problem with a board? That's a good point. We have two full-time technicians and a WATS line operators can call anytime. We try to work out problems over the phone like any distributor would. We have advance loaner boards so we are as close as your nearest UPS man. Service hasn't been a problem for us at all. The quality of PCB boards has been excellent and we warranty them.

What about the advice that operators depend on their distributors for? How can you possibly know all of your customer's needs?

But we are a distributor, a national distributor. I don't see what the difference is between the local advice-giving distributor and our company. If anything, I would think operators would be more interested in a national distributor because now they're getting perspectives on a national scale instead of just a regional scale.

What type of operators buy from you?

Big and small operators.

What kind of comments have you heard from operators?

I am beginning to hear that operators are realizing that they are not making a lot of money. Some don't have any idea why. It depends on how they analyze their businesses. If they are on computer and look at the numbers and concentrate on the return on investment, which I must emphasize again is the number one thing to look at, then they know that conversion kits represent a better chance for profit. Operators that don't know why they aren't showing a profit are typically the ones that don't have controls over where their money is coming from. But I am hearing operators say they are just counting money, not profits. Their locations are squeezing them for the latest hot game, they aren't able to keep up with the new equipment coming out, and they can't get a grip on depreciation. What happens is the operators buy a game just to keep the location.

Should operators study the return on investment and if the location is not turning a profit drop it?

Yes. Most location owners don't care about an operator's return on investment. He tells the operator that if he doesn't put the top game in, there are four others ready to put what

"I'm never 100 percent confident that a game will be the best game. No one ever is."

the location wants. After all, the location owner cares about what his location is making. That is tremendous pressure for operators.

So are you saying that you can offer the operator a conversion kit, which is really a new game, to appease some of those locations who want a new game?

Yes. However, part of the problem is that a lot of conversion kits do not earn quite as much as a dedicated game. So when the gross drops, even if profitability goes up, the location owner doesn't care. He only cares about gross revenue. Use of a convertible cabinet for faster rotations will result in higher gross collections with cheaper software expenses.

But wouldn't locations want to buy their own software if it was that easy?

Locations are not in the game business. If they could do it themselves then why aren't they doing it with other systems. If it's a pizza location, pizza is his business, not games.

Tell us some other special features about United Amusements.

We are a legitimate company with a lot of satisfied customers. They are pleased with the kind of business we are doing with them and the quality of product we are supplying them with. We are providing a very, very attractive price which makes the return on investment extremely profitable.

So your company is marketing reasonably priced conversion kits which you are licensing from Japan.

That is correct. But we also sell other manufacturer's conversion kits if we feel they fit into our return on investment scheme. We did that with Capcom's *1943*. When Capcom made the game into kits, some distributors didn't want to sell them because it was put out as a dedicated first. Although quite a few people were upset that Capcom did it like that, we felt that *1943* was a good game, it deserved distribution, and Capcom was sitting on a lot of boards they wanted to move. It made sense for the operator so we took the game on. We sold a lot of *1943*s direct to operators. We are doing the same with Nichibutsu, also.

Does that confuse operators who are so aware of counterfeit and parallel boards?

We are an independent marketing firm. If the manufacturer wanted to market a game as a conversion but their distributor network wasn't receptive then we may be the answer. We would test the game to see if it would be a good value to the operator and show a good return on investment. If so, we would be willing to market that kit and sell it direct to operators. The difference between parallel and illegal is that with the licensee's knowledge it's OK to sell that product. Without it, it is a parallel.

What is the biggest single obstacle in breaking into distribution?

There are two. On the current distributor level, I would have tremendous resistance unless my product was the hottest thing going. But if it was that hot I wouldn't need a local distributor. The second thing is getting the acceptance and trust from the operators and that takes time and persistence. Bill Engram, who works with us, has a strong customer following. His customers trust Bill like they would their best friend. When they trust us enough to get that first kit, they see that the collections are there, and they see that the game represents a good value with a good return on investment. *Mission XX* was our first game. It wasn't a number one game, it didn't even make the charts although it should have. But I still get compliments and resales on that game. That made my next game easier to sell. People were asking me, what do you have now? The trust level has increased. We are making believers out of our customers. The hardest thing is building trust and confidence. Local distributors have been there 20 or 30 years; they aren't going anywhere. So the operators trust them. I've been in business less than two years. I haven't talked to every operator.

Do you have a booth at the ACME show?

I had one at AMOA but I am finding that I cannot compete with the big manufacturers with dollars to hype games. I'd rather take my money this year and visit individual operators so I can meet them on their ground. I think I could probably see 30 or so operators for what I would spend to have a booth at the show. Other manufacturers are there to see their distributors but since I am selling direct, I wouldn't be there for that reason. However, I will be at the show. But the one on one meeting at the operator's business gives me a chance to get to know their operations and point out things that make business sense. At the show all they are doing is looking at my game and that is just too judgmental. I need to know the operators I am selling to.

GO, TEAM, GO!

When we tell you people read the magazine, we aren't exaggerating! A football fan from Latrobe, Penn., called to say we had a mistake in the magazine. Immediately, we panicked wondering what major goof had slipped by. It turned out to be in one of the ads that Leland had used to promote its game *Quarterback*.

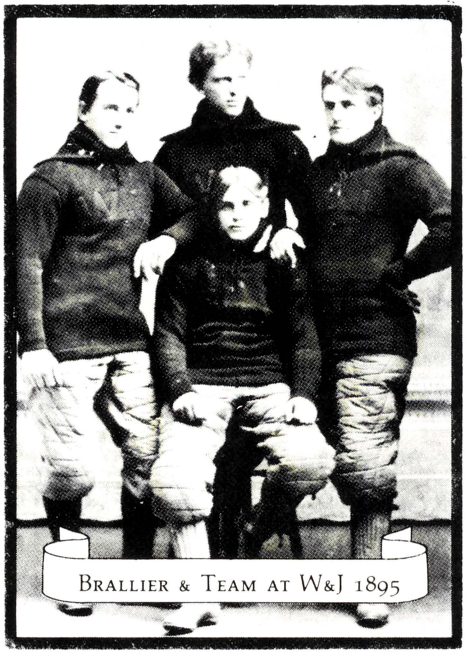
The ads were bits of football trivia scattered throughout the magazine and it seems that in one "Jim" Brallier was named the first professional player. Armed with a stack of reproduction football cards, John Coneff explained that the boy's name was really "John." Mr. Coneff sent us a set of the football cards printed by Chess Promotions of Latrobe and they are fascinating. We're reprinting several of them here so you can see how rough and tough the first football players were!

Brallier played on the Latrobe YMCA Team in 1895 and became the first paid player when the manager, David Berry, paid Brallier the "unheard of sum of $10.00 and cakes" to play. Brallier was promised several more games at $10.00 and expenses and that was how he became recognized as the first professional football player. By the way, the game Brallier played as the first professional was against Jeannette, Penn., and they won 12-0.

In fact, Berry realized that paying football players was really successful and by 1897 had the first "all paid" professional team.

When we contacted Leland's John Rowe and told him how much fun we had looking at the cards, he offered that maybe John Brallier's friends called him Jim! Anyway, thanks Leland for giving us those ads on fun-facts in football and thanks to one of our readers for sharing more of football's history.

HARRY "CAP" RYAN RT



BRALLIER & TEAM AT W&J 1895

JOHN KINPORT BRALLIER QB

CHOICES

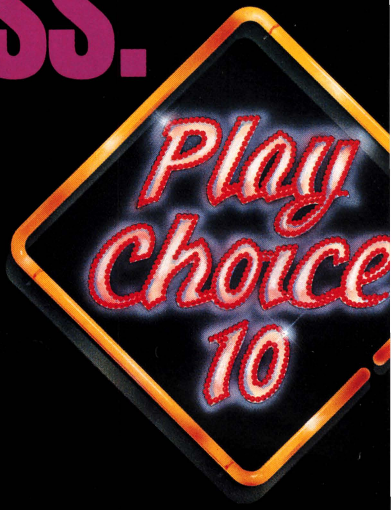
It's the name of the game.

Play Choice 10

Nintendo®

The Systems Company

INTRODUCING NEW TITLES FOR INSURED SUCCESS.



When it comes to providing the variety, selection and appeal of hot new software, no other system comes close to PlayChoice-10.™

We've got what your players want and what you need to stay profitable: fresh choices. Call it system success insurance from Nintendo.

So take your pick for continued profits from our latest lineup of hits.* And bring fresh choices to your customers. It's the name of the game for success.

CASTLEVANIA
KUNG FU
DOUBLE DRIBBLE

Castlevania[1]—
Welcome to the deadliest dwelling on earth. Ghosts, goblins, demons and bats lurk in the shadows—all thirsty for your blood. Fight your way to the tower to face a duel to the death with the evil Count.

Kung Fu[2]—
Challenge the masters of the ancient art in a test of strength, speed and sheer will. Every time you knock off an opponent another comes to take his place—but this time he's more dangerous, deadly and demanding. How long can you meet their match?

Double Dribble[1]—
The action takes to the court with all the sporting strategy and skill of live action play. Challenge the computer or play interactively with a friend. And dribble, pass, steal and dunk your way to victory.

Nintendo®

The Systems Company

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98052, (206) 882-2040

*All titles are subject to location testing. Game release dates will vary.

RAD RACER

Rad Racer™—
You're behind the wheel in a wild road race to adventure. The constantly changing course keeps you on your toes as you maneuver your way to the lead position to capture the checkered flag.

TRACK & FIELD

Track & Field[1]—
Go head to head with the competition in eight grueling athletic events: 100-meter dash, long jump, hurdles, javelin, skeet shooting, triple jump, archery and high jump. Start training for the arcade Olympics!

THE GOONIES II

The Goonies II[4]—
The adventure continues. . . your pals are trapped in a complex underground maze by the ugly Ma Fratelli and her nutty sons. It's up to you to use the Goonies Locator to bring them all to freedom.

R.C. PRO-AM

R.C. Pro-Am[3]—
The power is in your hands as you pilot your remote-controlled vehicle around the track in a no-holds-barred race for the finish. Along the way, pick up added traction, acceleration or a boost of turbo power to gain the advantage.

GHOSTS & GOBLINS

Ghosts 'N Goblins[5]—
Who knows what unearthly creatures await your one false move? But you'll soon find out as you come to do battle against the hidden forces of darkness in this fast-paced game of adventure.

MORE TITLES TO COME

More Titles To Come—
Look for these and other fresh choices in game software for PlayChoice-10 coming soon from Nintendo.

KID ICARUS

Kid Icarus™—
The Greek myth takes on a video-age twist as you climb the heavenly stairway to Angeland. Your mission: to seek out the treasures and power objects that will help you destroy the evil goddess Medusa and free those held captive.

©1988 Nintendo of America Inc.

Nintendo and PlayChoice-10 are trademarks of Nintendo of America Inc.

Printed in U.S.A.

---

[1] TM & © 1987 Konami, Inc.
[2] TM & © 1984 Irem Corp.
[3] TM & © 1987 Rare Ltd.
[4] TM & © 1987 Warner Bros. Inc.
© 1987 Konami, Inc.
[5] TM & © Capcom USA, Inc.

IT PAYS TO CHANGE.

With over 25 game titles to choose from, you can see why PlayChoice-10 is the system of choice—for players, for operators, for profits...

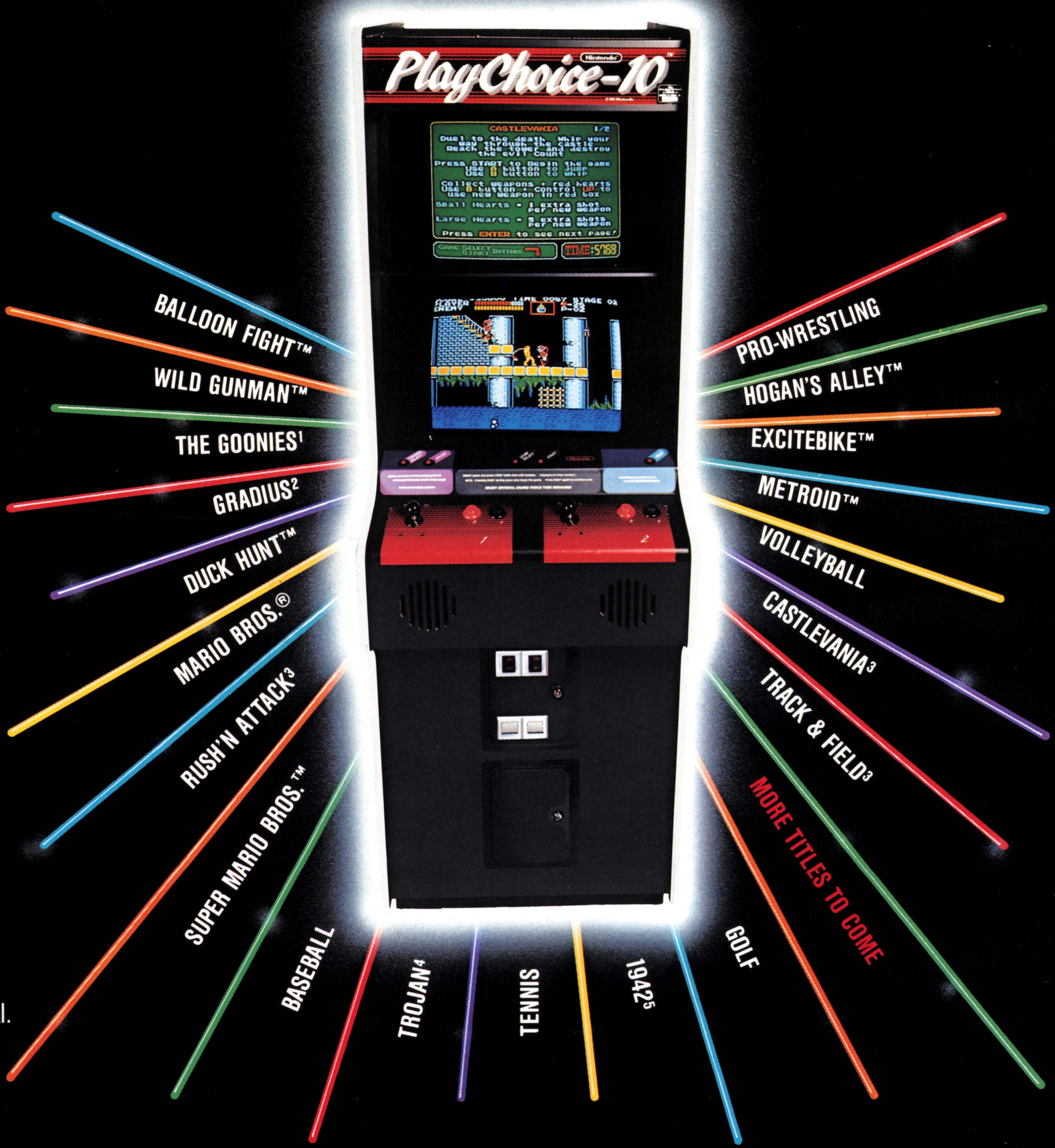
Remember, to make the most of your system investment, it pays to follow one simple rule: It pays to change.

By rotating games between locations and keeping your software collection up to date with current titles, you'll cash in on continued player interest.

All it takes is a little willingness to change. And that can pay off big in the long run.

PlayChoice-10. Only from Nintendo. Make it your system for success.

Contact your Authorized Nintendo Distributor for complete details. Or call Nintendo of America Inc., **(206) 882-2040**, for referral.


PlayChoice-10
Nintendo
CASTLEVANIA 1/2
Duel to the death. Whip your way through the castle. Reach the tower and destroy the evil Count
Press START to Begin the game
Use A button to jump
Use B button to whip
Collect weapons + red hearts
Use B button + control UP to use new weapon in red box
Small Hearts = 1 extra shot per new weapon
Large Hearts = 5 extra shots per new weapon
Press ENTER to see next page!
GAME SELECT START BUTTONS
TIME:5768
BALLOON FIGHT™
WILD GUNMAN™
THE GOONIES[1]
GRADIUS[2]
DUCK HUNT™
MARIO BROS.®
RUSH'N ATTACK[3]
SUPER MARIO BROS.™
BASEBALL
TROJAN[4]
TENNIS
1942[5]
GOLF
MORE TITLES TO COME
TRACK & FIELD[3]
CASTLEVANIA[3]
VOLLEYBALL
METROID™
EXCITEBIKE™
HOGAN'S ALLEY™
PRO-WRESTLING

---

[1] 1986 Konami, Inc. TM & © 1985 Warner Bros. Inc. All rights reserved.

[2] TM & © 1986 Konami, Inc.

[3] TM & © 1987 Konami, Inc. All rights reserved.

[4] TM & © 1986 Capcom USA, Inc.

[5] TM & © 1985 Capcom USA, Inc.

©1988 Nintendo of America Inc.

Nintendo and PlayChoice-10 are trademarks of Nintendo of America Inc.

Printed in U.S.A.

Nintendo®

The Systems Company

Nintendo of America Inc.
P.O. Box 957
Redmond, WA 98052
(206) 882-2040

NEWS

On the road with Atari

Atari sales representatives took to the road to introduce the company's latest video, *Blasteroids*. Presentations were made in San Francisco, Dallas, and Newark, N.J., the first week of February.

Atari's Mike Taylor addresses distributors in Newark.

"We were very pleased with the turnout," said Mike Taylor, vice president of sales. "This road show was a good opportunity to meet with our customers face to face and make this new product available to the trade prior to the ACME show."

Blasteroids is currently being shipped to Atari distributors from the factory in Milpitas, Calif.

Give it your best shot

Blasteroids is not the only product news from Atari. A new concept in redemption was not only shown at the recent ATE show in England but it won the "Game of the Show" award. The concept was submitted by senior vice president of engineering Dan VanElderen after an internal brainstorming session. He took the popularity of merchandising, combined it with skill, and *Pot Shot* was conceived.

Mike Taylor and Jerry Dichac at ATE show

Pot Shot is a redemption game based on actual shooting skills. The player shoots at a prize with a gun described as a gatling gun that feels like a crank-operated machine gun. A cluster of ball bearings are fired with each revolution.

Marketing director Mary Fujihara said, "*Pot Shot* is an entirely new and unique concept. We've found that the game appeals to typical redemption players and the hard-core video game player as well. The skill element has a lot to do with its tremendous drawing power."

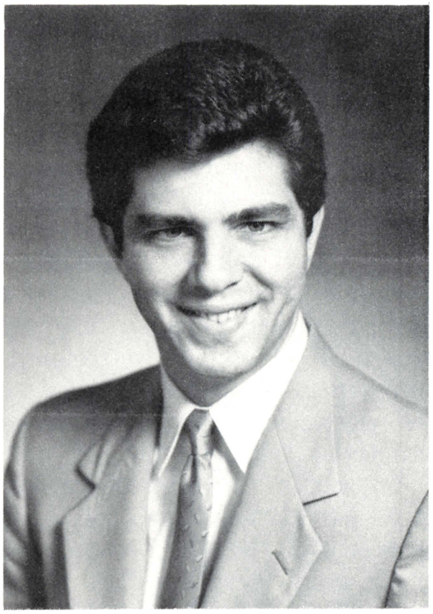
Franklin promoted

Sam Franklin

Richard Rock, president of World Games, has announced the promotion of Sam Franklin to the position of vice president. The position he formerly held, national sales manager, will be filled by Frances J. Ruhl. Ruhl comes to World Games from the Great Amusement Emporium.

Nintendo promotes Maniscalco

Drew Maniscalco has been promoted to the position of western regional sales manager for the commercial products division of Nintendo. In his new position, Maniscalco will be responsible for sales management in the western region.



Drew Maniscalco

Frank Ballouz, vice president of marketing said, "In his new position, Drew will assist Nintendo's western regional distributors in their sales efforts."

Maniscalco added, "I am excited about the future potential of several new products in testing. I'm pleased to be with one of the leading manufacturers and with one of the best sales forces in the industry."

Draw 80 Poker now available

SMS Manufacturing Corp. of Lakewood, N.J. announces that shipments of its *Draw 80 Poker* game are now underway to distributors around the country.

Operators have long-awaited the return of this famous card game. SMS recently purchased all rights to the *Draw 80 Poker* from I.G.T., which had discontinued production of the game some years ago.

Jim Pietrangelo, vice president of sales and marketing for SMS, states categorically, "This is not a reproduction. Our *Draw 80 Poker* is **the** original *Draw 80 Poker* brought back to proudly serve the industry which it created."

For more details, call SMS Manufacturing Corp., 800/221-0138 and ask for sales.

Brechner appoints six

Dan Brechner and Co., Inc. of Floral Park, N.Y. announces six appointments within its organization, all geared to providing the best possible customer service and assistance.

Included in the appointments are Neal Rosenberg, Jim Smith, Hank Mackin, Jay Foreman, Terri Cox, and Gary Fawks.

Rosenberg has been appointed Brechner general manager and will oversee all aspects of the company's many various divisions and services. He was previously director of operations with Betson Enterprises.

Jim Smith will serve as vice president of the gift and toy division and act as overseas buyer. He will be working out of the newly opened Brechner Kansas City office and can be reached at 800/888-4646. Mackin will direct the games plush division with heavy concentration on carnivals and fairs. He was formerly with Fable Toy as national sales manager.

Foreman will be working with Mackin in carnival and fair development as well as assisting in the development of games stock. Foreman was also with Fable Toy as east coast sales representative.

Cox will direct the sales effort for zoo and aquarium facilities as well as heading up the newly formed fund raising division. Cox was previously with the Columbus Zoo.

Fawks will work with amusement parks and attractions to develop that sales potential, a natural because of his extensive experience in the management of various games departments while serving as games director for Six Flags Over Texas. He will be headquartered in Arlington, Texas, and can be reached at 800/648-0425.

Fame City hosts air hockey event

The 1988 U.S. Air Hockey Championships will be held at Houston's Fame City, a large water park/indoor entertainment center, March 26-27.

Air hockey champions Mark Robbins and Patrice Nale at Fame City.

The event is sanctioned by the U.S. Air-Table-Hockey Association (USAA) and is sponsored by Dynamo Corp. and Fame City, along with a number of local businesses.

Total prizes will be in excess of $5,000 as competitors from around the country try for wins in top events. The competition begins at 11 a.m. on Saturday and runs into the evening. Semi-finals and finals are held on Sunday and the championship culminates with an awards banquet following the final matches.

Fame City offers entertainment for the whole family with it's eight air hockey tables, 40 bowling lanes, indoor miniature golf course, roller rink, bumper cars, Whirlyball, Laser Tag game, simulator ride, and two-story children's play world. The fun center also features video games, rides, a movie theatre, 3-D cinema, teen club, adult disco, and restaurant.

For more information on this event, contact Mark Robbins at Dynamo, 800/527-6054 or (817) 529-7699.

Grayhound debuts football game

Look for a new flexible use game from Grayhound Electronics that can be adapted for the adult market or child's market. The game is *Grayhound Football*, a bulk vending football-theme game available in three styles: countertop, mini, and full prize redemption arcade size.

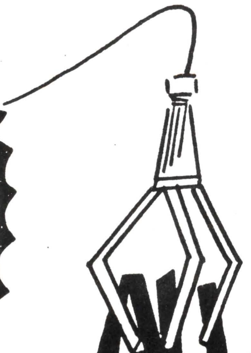
Grayhound has formed a joint partnership with Sound Leisure Ltd. to produce this unit for the U.S. coin-operated amusement industry. The game, designed by Sound Leisure, was a hit of the ATE. show in England last month. Grayhound will be showcasing the game at their booth at ACME this month. The games will be manufactured at Grayhound's headquarters in Toms River, N.J.

According to Carmen Ricci, president of Grayhound, "What we need today is flexibility, and that's just what *Grayhound Football* offers."

The game dispenses capsules that can hold small prizes, jewelry, or coupons for free plays. There's also a ticket dispenser that allows patrons to save up and redeem the tickets for other prizes. Black lettering and graphics adorn the cabinets that can be ordered in white, yellow, or red. *Grayhound Football* is a multi-use game that has been designed for may different types of locations.

For more information, call Grayhound Electronics, Inc., 800/222-0491 or (201) 341-5200.

NEW! for 1988



ALL CRANE operators

GRAYHOUND & B&C ENTERPRIZES HAVE JOINED FORCES IN MANUFACTORING and DESIGNING AN ALL NEW PRE PACK

ALL NEW & BIG SAVINGS FOR YOU

Introducing the NEW

Economy Pre Pack PLUSH Assortment

- ★ 100 Pcs. Per Assortment
- ★ BIG Variety of ITEMS
- ★ TOP Quality Plush

Only $85.00

IMPORTERS OF NEW and EXCITING PLUSH ANIMALS

Buy Direct... Call 1-800-222-0491

Grayhound Electronics Inc.

ASK ABOUT OUR NEW ALL METAL 'TOUGH GUY' INDOOR/OUTDOOR CRANE

Cranes Are Our Only Business

DART SHOOTERS
ENGLISH MARK DARTS
LEAGUES ARE NOW FORMING
OPENINGS ARE LIMITED

Arachnid's Paul Beall (l) welcomes Brian Raymond.

Arachnid expands to Great Britain

Arachnid's Rockford, Ill. corporate headquarters were visited recently by Britain's Brian Raymond of Bullseye Dart Co. and now Raymond is acting as Arachnid's distributor in England.

According to Bernie Powers, director of marketing and sales at Arachnid, "The marketing staff at Arachnid is very excited about adding Great Britain as a new market." The Bullseye Dart Co. is located at 8 Abercorn House, Butterfield Road, Boreham, Chelmsford CM3 3 BP, England.

LCI to market Nintendo items

Nintendo of America, Inc. of Redmond, Wash. has announced an agreement with Leisure Concepts, Inc. (LCI) of New York and Los Angeles granting that company the exclusive rights to license Nintendo's name and trademarked characters for use in non-video game products.

The agreement authorizes LCI to grant the use of Nintendo's registered marks and characters for a broad range of consumer products. Included are such popular video game characters as Super Mario Bros., Donkey Kong, and Zelda, as well as the Nintendo Entertainment System (NES) trademark.

Howard Lincoln, senior vice president for Nintendo, commented, "This agreement will provide selected third-party marketers in the U.S. and Canada with an opportunity to take advantage of the strong awareness levels and popularity of Nintendo's characters and registered marks."

According to Lincoln, the popularity of the NES and its video game characters makes licensing these marks a logical way to stimulate market demand for Nintendo products. Reportedly, over four million households in the U.S. have NES units.

AMOANJ installs new officers

The Amusement and Music Operators Association of New Jersey (AMOANJ), recently installed new officers for 1988. Don Abrams, president of the Eskin Corp. in East Brunswick, is now president following two years as vice president of the organization.

Abrams has been in the amusement industry for nearly 30 years and formed the Eskin Corp. over 25 years ago.

New vice presidents are Ed Silverstein of Cue Vending in Clifton, and Ed Gilmore of E.G. Vending Co. in Haledon. Allan Waldor of ABC Distributing Co. in Hillside, who served as president for the past two years, will take on the duties of secretary/treasurer for the coming year.

Nine members have been elected to the board of trustees. Re-elected are Joe Corrao of Wayne Vending Corp. in Wayne; Bill Englehart of Bill's Vending in Sewell; James Feinberg of Mannie's Cigarette Service in Jersey City; Ed Lettieri of Betson Enterprises, Inc. in Moonachie; Frank Mandia of Majestic Amusement in Asbury Park; Frank Seninsky of Alpha Omega Amusements & Sales in Edison; and Vinnie Storino of S&S Amusements in Toms River.

Two new board of trustees members are Vic Scola of Argo Amusements, Inc. in Ocean City, and Joe Seminaro of Top Amusement Co. in South Amboy.

The AMOANJ's priority in 1988 is promoting legislation to increase penalties for those tampering with coin or currency-operated devices. The legislation has been introduced for the 1988 state legislative session in Trenton.

The association will also host its first annual trade show for members March 22 at the Berkeley Carteret in Asbury Park. Other events for the year include a night at the races in the Meadowlands in May, and the annual dinner dance.

For more information on the year's activities, write AMOANJ, 729 Fischer Blvd., Toms River, NJ 08753; (201) 929-1667.

WAMOA hosts annual expo

April 8-9 are the selected dates for the Washington Amusement and Music Operators Association (WAMOA) Expo '88 at the Red Lion Inn in Bellevue, Wash.

Operators from Washington, Oregon, Idaho, Montana, and Alaska are expected to attend the show to view the latest in equipment from manufacturers and distributors.

For more information on this annual event, contact Jim Markham of Diamond M Enterprises, (206) 256-8062; or Jim or Karen Hart at Yakima Music Co., (509) 457-5891.

THE ROWE VIDEO JUKEBOX
MTV
HOODOO
MARS NEEDS GUITARS!

Rowe's Video Jukebox, Model 92-V.

Rowe jukebox on set of MTV

Rowe International, Inc. of New York proudly announces that it has recently installed its newest model Rowe Video Jukebox, the *R-92V* on the permanent set of MTV, Music Television.

The Rowe Video Jukebox will be used regularly by the MTV VJs for various purposes, including introducing videos and displaying graphics of logos and other information.

There are currently three types of available programming for Rowe Video Jukebox locations: Rock, Country, and Urban Contemporary, with the first two categories featuring top 40 selections as well.

Rowe reports that there are over 1,200 of its video jukeboxes on location throughout the country in a variety of locations ranging from bars and taverns to hotel lounges, video arcades, amusement parks, college campuses, military bases, and family style restaurants.

Electronic gaming magazine debuts

Electronic Game Player magazine made its first appearance at the 1988 Winter Consumer Electronics Show in Las Vegas in January and will be published bi-monthly. Steve Harris, project director of the U.S. National Video Game Team, is senior editor of the new publication.

Harris, a well-known figure in the coin-operated amusement industry, said, "The reception to the first issue has been phenomenal. This is the only magazine in the post-video game boom era to actively address all segments of electronic gaming. The game playing consumers as well as the game industry are all very excited."

Electronic Game Player is the first publication to capitalize on the growing resurgence of interest in coin-op, home, and computer games. Each issue features reviews of new titles, profiles top players and industry personalities, and includes high score charts and contests to increase consumer interest in video game and pinball playing.

The magazine does focus on the new home game systems, but also covers important topics from the coin-op gaming field. The first issue went behind the scenes at Bally, profiled two top players, and reviewed many of the latest coin-op titles such as *Operation Wolf, Pac-Mania,* and *Big Guns.*

The magazine is published by Sorjana Publications, publishing arm of Sorjana Enterprises.

Data East appoints Cozad

Data East USA has appointed Judy Cozad as sales and marketing administrator. Cozad will report to Steve Walton, vice president of the sales and marketing division.

Cozad has nine years of experience as an executive secretary/administrative assistant in the telecommunications, electronics, and business furniture industries. She is looking forward to making a positive contribution to the coin-op industry and working with new associates.

AGE exhibits at ACME, introduces staff

American Gaming Enterprises, Inc. (AGE) of Sunnyvale, Calif. will be exhibiting its slot machines, kits, poker game, and bingo game at both the American Coin Machine Exposition (ACME) in Reno, Nevada, and the International Gaming and Business Exposition in Las Vegas, Nev. this month.

Scheduled to appear at the AGE booth is Spanky McFarland of the famed Little Rascals, who is happy to promote AGE products that are made in America.

Hal Watner, president of AGE, reports that many staff members will be at these trade shows, including Jim Daunt, vice president of sales and marketing. Other key members of the AGE team include Clayton Holwell, vice president of operations; David Miller, technical services manager; and Sue Watner, vice president of administration.

In other AGE news, the company has acquired Ignacio Oil and Gas, Inc., a

Hal Watner

five-year old public corporation. The acquisition was made for an undisclosed amount of cash and the rights to the patented MicroPak device, a slot reel moving device consisting of a computer-controlled motor that is used in conjunction with a printed circuit board.

AGE designs, develops, and manufactures gaming equipment, specifically MicroPak, MicroSlot, and $lottery (Slottery). The company has functioning engineering models and is currently constructing demonstration units for testing in Nevada and New Jersey.

Merit games used in challenge

Over 200 steel-tip dart shooters competed for cash and prizes in 12 separate soft-tip events during the Lucky Lights $10,000 New England Challenge held January 15-17 and sponsored by Merit Industries.

Commented Pub Time Challenge Director Bob Mills, "It was the first time most of the people ever saw an electronic dart game." *Pub Time Darts* by Merit were the soft-tip games used in the competition.

The game format was a choice of Cricket, 501 Straight In/Straight Out, and 301 Straight In/Double, Triple, or Bull Out. Cindy Fuller and Art Robichard won free entry into the U.S. Open in Washington, custom darts, and cash for placing first in the events.

Other winners throughout the weekend included Chip Cocker, Bob Unruth, and Sue and Carol Setsky. Three custom Pub Time jackets were awarded to Bill Barnes, Ted Steeves, and Gary Caye.

"The response to the Pub Time games was excellent," said Mills. "We have been invited to do more of these by local dart clubs."

Merit is holding its $100,000 World Series of Darts through 1988 in 11 U.S. cities and three foreign countries. For more information, contact Merit Industries, (215) 639-4700.

Philip Morris conducts survey

Philip Morris Magazine is taking a smoker's survey in its winter issue, with the purpose of discovering the real influence of smokers in the marketplace and public life.

According to Guy L. Smith, publisher of Philip Morris Magazine, "One of our objectives is to quantify the opinions of smokers--from their feelings toward the economy to their purchasing preferences, to their annual incomes."

Smith explained that 60 million smokers in the U.S. constitute a vibrant political and economic force, and that the magazine survey will "bring this influence into focus."

The survey will reach 8.2 million subscribers of the magazine. Results will be analyzed by Burns W. "Bud" Roper, noted national pollster. Results will be published in future editions of the publication and distributed to the news media and political leaders.

Smith noted, "The spending power and political influence of smokers is extremely underrated by both the industry and the political establishment. This survey will reveal exactly how much smokers contribute to the U.S."

Philip Morris Magazine is issued quarterly. For a copy of the current issue with the survey, or a complimentary subscription, write Philip Morris Magazine 120 Park Ave., New York, N.Y. 10017.

Beat the traffic

U.S. Games has released its new action game, *Rush Hour*, as a software addition to its countertop hit game, *Super Duper Casino*.

"We have been developing exciting, new games for *Super Duper Casino* that give players a wide variety of games to choose from and provide operators with long term earning potential," said Michael Pace, president, who was the designer of the original *Little Casino*.

Adult game lovers should feel right at home as they avoid oncoming traffic, for example, in a game that mimics real life on the freeway as the name implies. *Rush Hour* joins nine other Pace creations, all U.S. designed and U.S. built.

Van Anda to Intermark

Intermark Amusements of Phoenix has announced the addition of Bill Van Anda to its marketing staff. Van Anda will hold the position of sales manager. He has been working in the amusement industry and owns a route of his own.

Intermark manufacturers several models of basketball games. In addition, the company is introducing a coin-operated table tennis game in March.

Suit filed

On February 10, a civil lawsuit was filed against Taito Corp. Japan, its subsidiary Taito America, and AAMA seeking antitrust damages and injunction action as well as declaratory relief as to misuse and non-infringement of copyright relating to the marketing and distribution of its game *Double Dragon* in dedicated format only. The plaintiff is Red Baron Companies of Toledo, Ohio.

Bill Beckham, company president, who recently began an organization called American Operators for Equal Treatment said of the lawsuit, "We picked one company, one plaintiff, and one dedicated game in order to keep the fact situation as clear and simple as possible. As we have said all along we feel that a case based only on the parallel issue and the

UNITED
AMUSEMENTS

UNITED AMUSEMENTS would like to thank the following operators for their kind comments:

> We've had 10 AIRWOLFS since November and we are extremely happy with them. The price was definetly right and it's been a lot better than most of the conversion kits we've been buying. AIRWOLF HAS HAD LONG STAYING POWER FOR US..... Charles Kellenberger LaVerdiere's Action Family Arcades, Maine
>
> I put AIRWOLF in a location where it's tough for any kit to make $100 a week. DOUBLE DRAGON was the number one game, of course, but AIRWOLF did $116 and was second with TWIN COBRA third. I'm very pleased with AIRWOLF and the other UATA kits. PERFECT BILLIARDS has been an incredible surprise..... B.J. Anderson III Crystal Amusements, Mississippi
>
> All the games I've bought have been value oriented. AIRWOLF and PERFECT BILLIARDS have been steady. I've left AIRWOLF in the same location for over eight weeks. It is still consistent enough not to move. Steve Karlock Ventura County Amusements, California

To all of our customers who do business with us today -- thank you! For those of you who have not -- please do!

UNITED AMUSEMENTS
1975 Riverside Drive
Los Angeles, California 90039
1-800-722-8258

Your "local" national distributor of United Artist Theatre Amusement (UATA) conversion kits.

AIRWOLF	$795
PERFECT BILLIARDS	$895
MISSION XX	$695
IKARI WARRIORS	$695

AND MORE!

UNITED
AMUSEMENTS

tie-in factor, without other complicating details such as graphics violation and copy boards, will be ruled in our favor." If AOET is victorious in this lawsuit, Beckham says that the precedent will be set and other manufacturers will be contacted.

Beckham added, "This is the first test case regarding the parallel issue that the American operator has been asking for for the last couple of years."

Kramer happy with *High Speed Bonus*

The sales department of Kramer Manufacturing happily reports that *High Speed Bonus* continues to break every sales record for video poker games in the company's eight year history.

Kramer's Phil Horowitz, regional sales manager, stated, "It represents years of refining video poker until we achieved a game with every feature wanted by the player and the operator."

The game offers many options, solid state technology, and anti-static features. Added Horowitz, "Another reason for the game's success is the support and technical assistance provided by our highly experienced technicians, who are only a toll free phone call away."

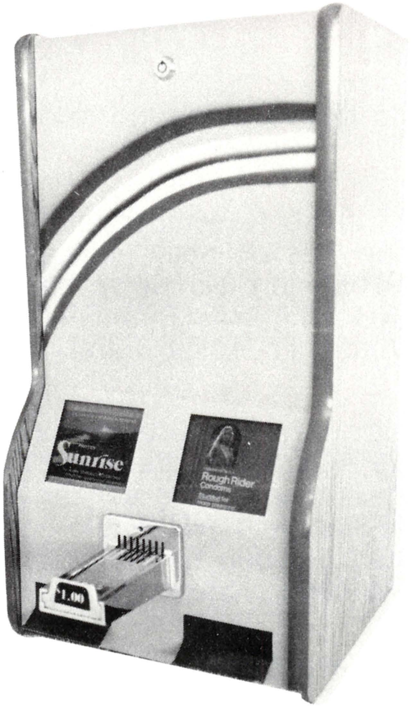
For more information, call Kramer Manufacturing, 800/631-2126 or (201) 367-7810.

Alabama firm purchases Exidy's Rainbow

Take Care Products of Birmingham, Ala. has purchased the Rainbow Products division of Exidy, Inc. and will manufacture the *Rainbow Machine* personal care product vending units.

Exidy, which entered the vending manufacturing arena in 1987, will now concentrate all its efforts on video game production.

Mike Holzberg, president of Take Care Products, currently operates 68 condom vending units in Alabama. Holzberg has *Rainbow Machines* in his inventory and was attracted to the unit because of its coin mechanism and its range, since it offers a two-product vend and has other health care possibilities. He noted that locations not wishing to vend condoms have the option of offering customers aspirins, mouthwash, antacids, razors, toothbrushes, and other items.



The Rainbow Machine

Holzberg bought the entire Rainbow division, which includes all stock, plans, and customer lists. Any previous Exidy customers may obtain parts and supplies for the machines from Take Care Products.

"We're in the process of marketing the existing inventory," stated Holzberg, "and gearing up to manufacture new units from our Birmingham, Ala. facility." Take Care Products also supplies condoms for the units. These are USA-made in Dothan, Ala. by one of the largest condom manufacturers in the country.

"We're taking a professional, serious approach to this industry," said Holzberg. "We guarantee our machine against vandalism for one year. We're FDA registered and also distribute instruction and literature on safe sex by way of a literature box affixed to our units. We also donate a portion of all gross sales to the Alabama AIDS Task Force, Birmingham AIDS Outreach, and Montgomery AIDS Outreach.

Holzberg has six years of experience in marketing and sales management and has been a marketing and sales consultant for various businesses for two years. Take Care Products welcomes inquiries for distributorships, leasing, and other sales. There are no minimum order requirements. If requested, operators can receive marketing and technical support at no extra charge. A 30-day money back guarantee makes the units most attractive.

For more information, write Take Care Products, P.O. Box 10484, Birmingham, AL 35201; (205) 583-5505.

Mike Holzberg

Mars exhibits

Look for a new bill acceptor retrofit kit from Mars Electronics that is targeted for the amusement market. ACME attendees can see the new product first hand at the Mars booth, No.1611.

Mars is well known for its line of money handling equipment that includes coin acceptors and bill validators.

Exidy staff attends ACME

Exidy, Inc. will not be hosting a booth at the ACME show because its new game is still in development. "We feel that a game must have earnings and be complete to be shown at a national tradeshow. Not having a booth was not an easy decision to make but we will be at the show," noted Virginia Kauffman, marketing director. Exidy is famous for its gun games from *Crossbow* to *Hit n' Miss*. Look for the Kauffmans, Virginia, Pete, Amber, and Jeff somewhere on the floor.

SUPER CONTRA™

The Quest for Freedom Continues!

KONAMI® is a trademark of Konami Industry Co. Ltd.
Super Contra™ is a trademark of Konami Inc.
©1987 Konami Inc. All rights reserved.

- DEDICATED UPRIGHT
- 2 Player Interactive with Buy-in and Continuation Features
- Vertical Monitor

KONAMI®

KONAMI INC. · 815 Mittel Drive · Wood Dale, IL 60191
Phone: (312) 595-1443 · Fax: (312) 595-2973 · Telex: 6871385 KONAM UW

SUPER CONTRA™

The Quest for Freedom Continues!

1. **DEDICATED UPRIGHT**
2. **2 Player Interactive with Buy-in and Continuation Features**
3. **Vertical Monitor**
4. **Each Player's Controls Are: 1 8-way Joystick**
   2 Buttons: SHOOT
   JUMP/MEGA SHELL

Description:
One year after the battle with the mysterious Red Falcon Organization, the earth seems to be free. However, they're back and this time they're more deadly than ever. Players are thrown into the midst of guerrilla warfare with not only the soldiers of Red Falcon, but an assortment of relentless aliens.

The player can pick up different kinds of power-ups to help him in his battle. His power-up intensifies if he captures the same item more than once:

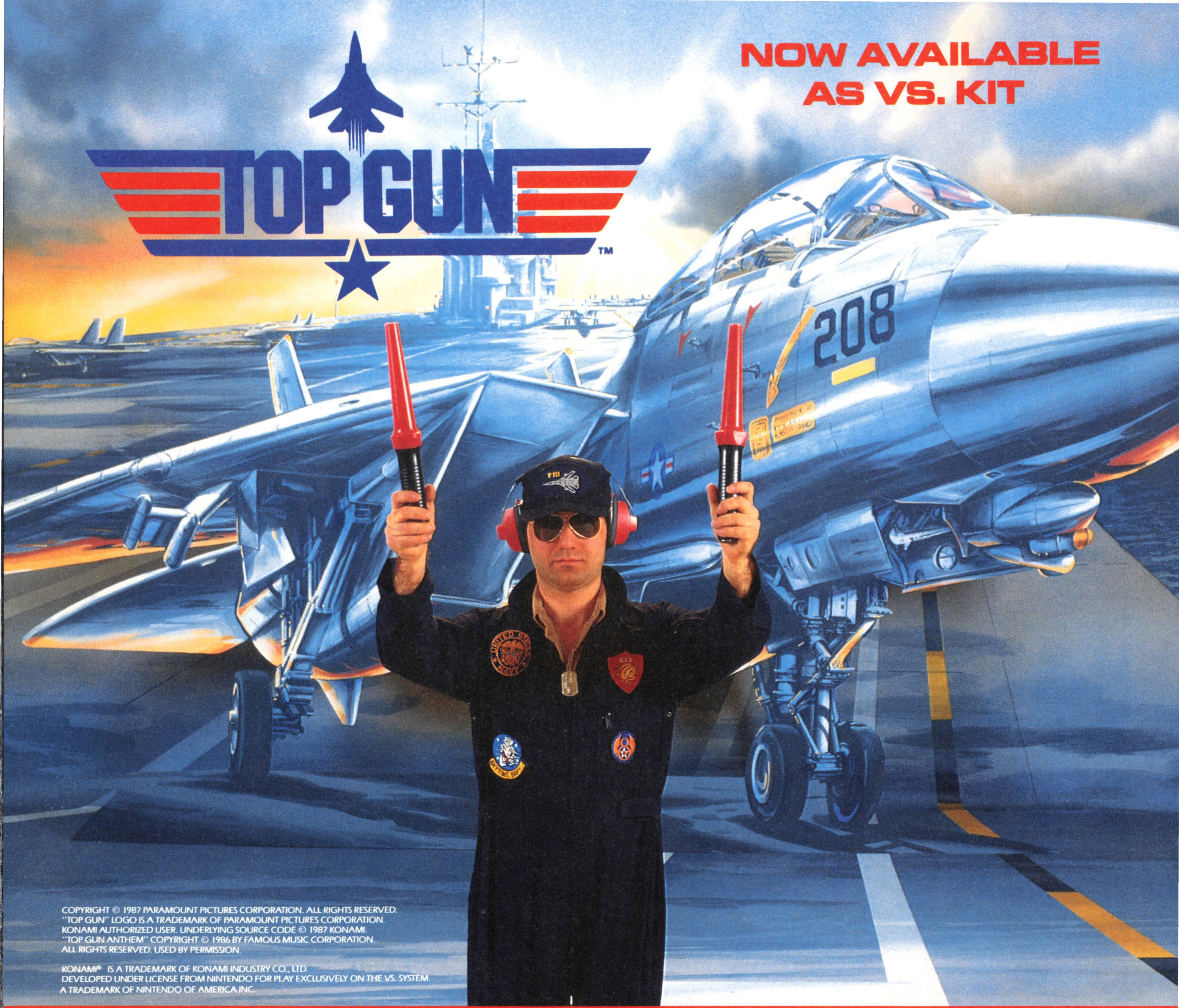
***Laser** ***Machine Gun** ***Spread Gun** ***Bomb**

***Mega Shell** — can only be used in vertically-scrolling stages

In order to save the world, the player blasts through 5 perilous stages:

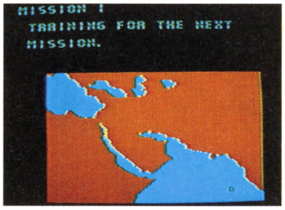
1) Battlefield (Horizontal Scroll)
   Player destroys heavily guarded fortresses and underground cannons. He also must destroy a giant helicopter that is not only armed, but dispatches enemy soldiers. Player must annihilate enemy soldiers attacking from above and both sides, as well as a large sensor to advance to the next stage.
2) Inside the enemy base (Vertical Scroll)
   Player faces enemy soldiers and heavily armed tanks. He must blow up the giant tank at the end of this stage.
3) Jungle (Horizontal Scroll)
   The player blasts his way through the oppressive heat of the jungle. Enemy soldiers hide out in trees, waiting for an opportunity for a sneak attack. Little alien creatures are also starting their assault from above and underground.
4) In the Alien's Lair (Horizontal Scroll)
   Different types of menacing aliens are attacking in this stage. Player must destroy them, and alien pods before they hatch and become more dangerous. At the end of this stage, a large alien who shoots red stars and zaps the player with its tongue must be eliminated.
5) Penultimate Battle (Vertical Scroll)
   Hidden aliens attack in full force from both sides. Player must carefully move through this stage, because at any moment he could be chewed up by giant mouths which appear randomly on the ground. He finally reaches his ultimate enemy — a giant skull with two projecting skulls on each side. Once this is demolished, the earth is free once again.

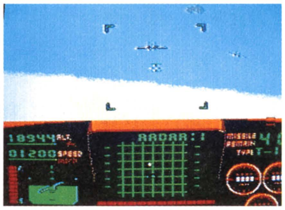
KONAMI®

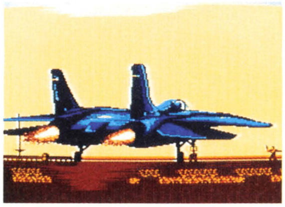

TOP GUN™
NOW AVAILABLE AS VS. KIT
208

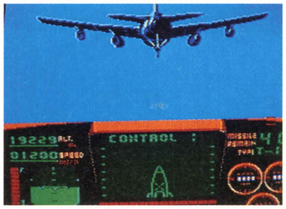
COPYRIGHT © 1987 PARAMOUNT PICTURES CORPORATION. ALL RIGHTS RESERVED.
"TOP GUN" LOGO IS A TRADEMARK OF PARAMOUNT PICTURES CORPORATION.
KONAMI AUTHORIZED USER. UNDERLYING SOURCE CODE © 1987 KONAMI.
"TOP GUN ANTHEM" COPYRIGHT © 1986 BY FAMOUS MUSIC CORPORATION.
ALL RIGHTS RESERVED. USED BY PERMISSION.

KONAMI® IS A TRADEMARK OF KONAMI INDUSTRY CO., LTD.
DEVELOPED UNDER LICENSE FROM NINTENDO FOR PLAY EXCLUSIVELY ON THE VS. SYSTEM.
A TRADEMARK OF NINTENDO OF AMERICA INC.


MISSION 1
TRAINING FOR THE NEXT
MISSION.


18944 ALT.
01200 SPEED
RADAR : 1
MISSILE REMAIN 4
TYPE T-1




19229 ALT.
01200 SPEED
CONTROL
MISSILE REMAIN 4
TYPE T-1

- ★ **For vs. System**
- ★ **Continuation Feature**

KONAMI®

KONAMI INC. · 815 Mittel Drive · Wood Dale, IL 60191
Phone: (312) 595-1443 · Fax: (312) 595-2973 · Telex: 6871385 KONAM UW

VS. TOP GUN™

1) For vs. System

2) Continuation Feature

3) Player's Controls Are:

1 Joystick

2 Buttons:
missile/speed down
machine gun/speed up

Description:
Only the best of the best will successfully complete all the dangerous, top-secret missions given in Top Gun. The player is one of the top fighter pilots in the world. He takes command of an F-14 jet fighter. His first mission is his training. He checks his altitude, fuel level, and the air speed. He can also check the status of his missiles (number remaining and missile type). The player carefully selects his missiles at the beginning of each mission:

TYPE	QUANTITY	POWER
T-11 Hound	40	x1
T-22 Wolf	20	x2
T-33 Tiger	10	x4

During each mission, the player's F-14 can be destroyed by a barrage of enemy shots, or a direct hit from an enemy missile. He must use his best aerial maneuvers to avoid being locked on from behind or in front, while at the same time he is shooting and aiming his missiles at enemy jets, submarines, aircraft carriers, etc. The radar monitor signals position of enemy planes. It also alerts the player to any danger (e.g. if he is locked on, low on fuel, etc.) and also gives instructions (e.g. speed up, etc.). Another threat the player faces is running out of fuel. However, the player is given the opportunity to refuel in mid-air.

After successfully completing some missions, the player returns to the aircraft carrier. He concentrates all his effort on guiding his jet in for a perfect landing. If he fails the landing, he will crash and burn. If he succeeds, the F-14 then is refueled, reloaded, and is ready for take-off to the next death-defying mission.

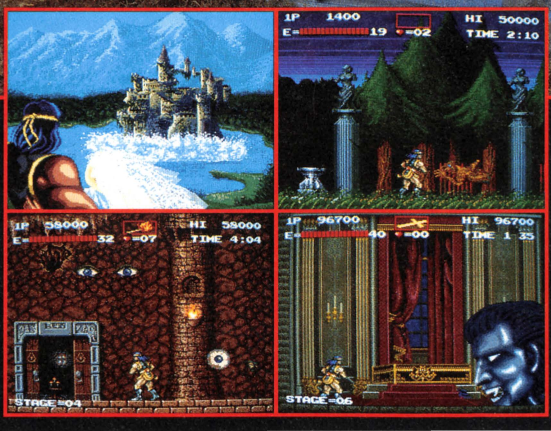
KONAMI®

HAUNTED CASTLE T.M.

Re-Vamp An Old Game With This New Kit!

KIT
1 or 2 Players

KONAMI® is a trademark of Konami Industry Co. Ltd.
Haunted Castle™ is a trademark of Konami Inc.
©1987 Konami Inc. All rights reserved.


1P 1400
E= 19 =02
HI 50000
TIME 2:10
1P 58000
E= 32 =07
HI 58000
TIME 4:04
STAGE=04
1P 96700
E= 40 =00
HI 96700
TIME 1 35
STAGE=06

KONAMI®

KONAMI INC. · 815 Mittel Drive · Wood Dale, IL 60191
Phone: (312) 595-1443 · Fax: (312) 595-2973 · Telex: 6871385 KONAM UW

HAUNTED CASTLE™

1. **KIT**
2. **1 or 2 Players**
3. **Player's Controls Are:**
   1 Joystick
   2 Buttons: Attack/Power Up
   Jump
4. **Horizontal Monitor**
5. **Continuation Feature**

Description:

The honeymoon is over before it has begun in Haunted Castle. The player's wife has been kidnapped by the evil Vampire. Fearing nothing, the player boldly starts on a quest to find his missing bride. He begins his mission with a whip as his only weapon, but he can obtain a more powerful weapon (chain or sword) by destroying particular enemies. The player collects small and large hearts that appear after destroying certain enemies. The amount of hearts the player collects determines the number of times he can use a power-up item. Power-up items include:

- **Torch** – Burns the enemies.
- **Dynamite** – Blows up the enemies.
- **Boomerang** – Destroys all enemies in front.
- **Timer** – Freezes the enemies for a certain time.
- **Cross** – Player can radiate destructive crosses.

The player must search through 6 bone-chilling stages in his attempt to find his bride:

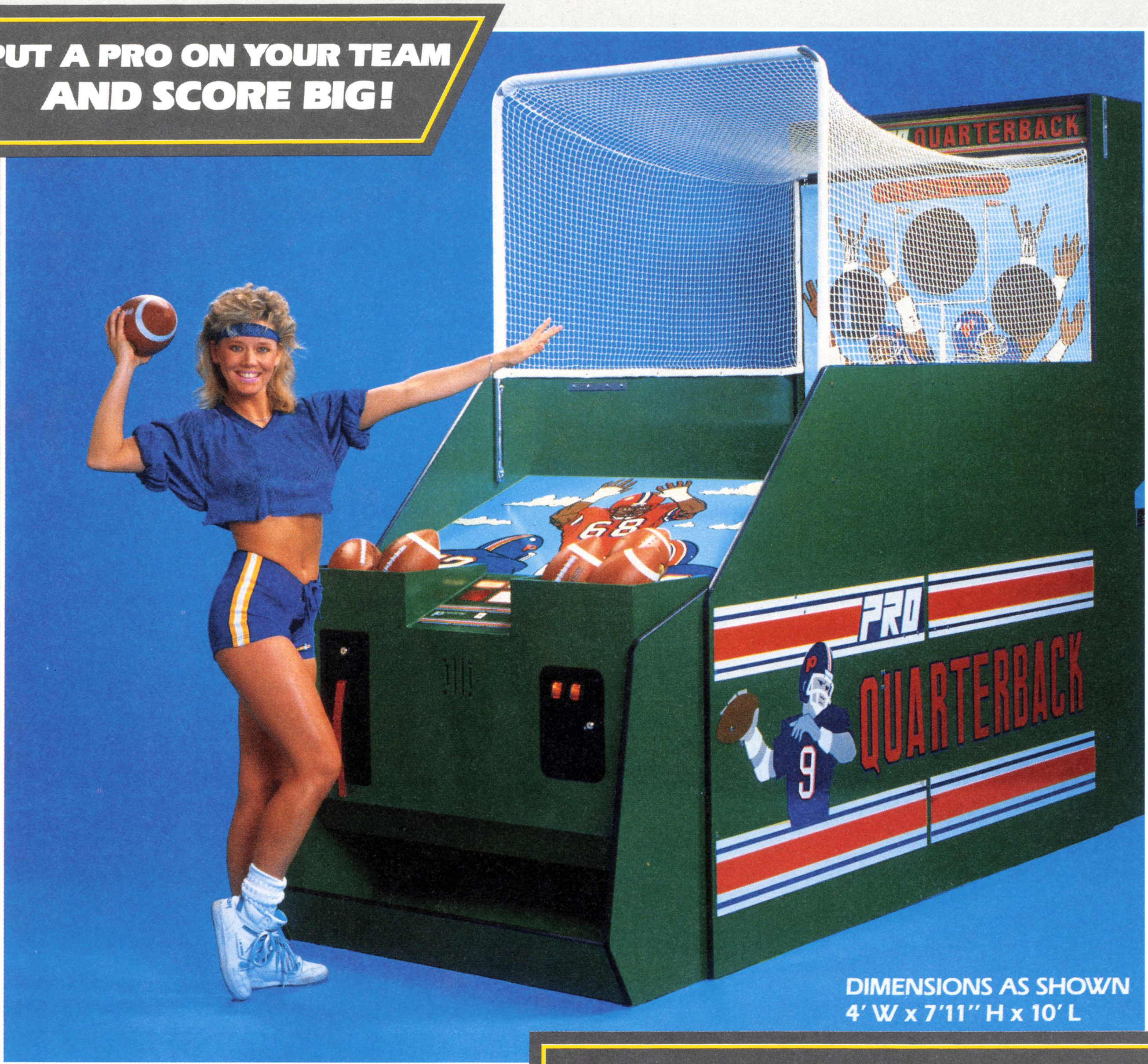
1) **Graveyard**
   Player whips enemies such as skeletons, bats, and the living dead as he makes his way through the cemetery. Guarding the exit of the burial ground is a wicked mermaid who must be destroyed.
2) **Cave**
   While destroying more bats, bones, and boogeymen, the player carefully maneuvers through staircases, moving rock ledges, and cliffs. He must be aware of hidden enemies. At the end, the player faces a skeleton-type dragon creature.
3) **Banquet Room** (Inside the castle)
   The player is pitted against knights, dwarfs, and different scary phantoms. The walls have eyes, and are dangerous. To finish this stage, the player combats a giant brandishing a sword.
4) **Basement**
   More creepy castle crawlers are found – even mummies there for the honeymoon! The player must crush the giant rock monster at the end of this stage.
5) **Clocktower**
   Player dodges ledges as he is whisked up to the top of the clocktower. At the end of the stage, an angry Frankenstein's monster must be eliminated.
6) **Vampire's Room**
   The Vampire is getting thirsty, so the player rushes across the crumbling drawbridge to the other side of the castle. He bursts into the Vampire's room and meets his ultimate adversary. The player summons all his skill as he faces the deceptive Vampire. Once he finally annihilates the Vampire, his bride is free to return to him . . .

And they lived happily ever after!!

KONAMI®

Pro QUARTERBACK™

PUT A PRO ON YOUR TEAM AND SCORE BIG!



DIMENSIONS AS SHOWN
4′ W x 7′11″ H x 10′ L

PRO QUARTERBACK is the first coin-operated redemption game where the player actually becomes a **PRO QUARTERBACK** to win tickets for valuable prizes. Completely solid state with full color cabinet graphics, **PRO QUARTERBACK** offers the player exciting sound, lights and display effects plus completely operator adjustable settings. **PRO QUARTERBACK** is perfect for arcades, resorts, military bases, street and bar locations for years of consistently high earnings. Easy to assemble and built of high quality, durable materials, the FB-1000 promises to be a true Superbowl champion.

KONAMI®

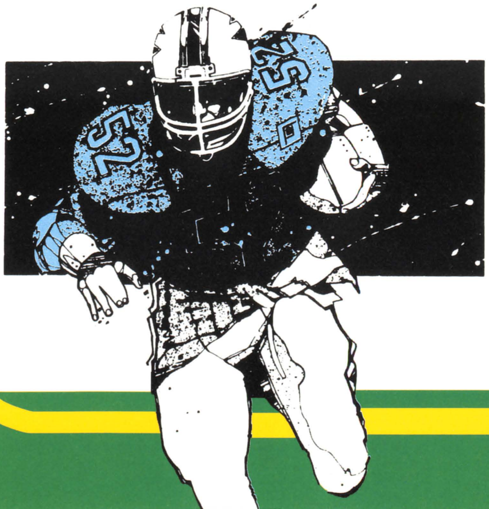
KONAMI INC. · 815 Mittel Drive · Wood Dale, IL 60191
Phone: (312) 595-1443 · Fax: (312) 595-2973 · Telex: 6871385 KONAM UW

Pro
QUARTERBACK

KONAMI INC. announces its entry into the redemption market with it's **PRO QUARTERBACK** football game, model FB-1000. Capitalizing on the tremendous success of the basketball games, KONAMI has developed a game to make deeper inroads in the markets that the various basketball type of games have created. "This game is perfect for arcades, resorts, military bases, street and bar locations alike".

PRO QUARTERBACK is the perfect test of skill as players attempt to score touchdowns and field goals by passing footballs through various different holes to win tickets. Earnings are quite impressive and will give the operator years of consistently high earnings.

PRO QUARTERBACK is unlike any other redemption game, with brilliant full color graphics and unique game appeal. **PRO QUARTERBACK** makes America's number one sport a coin-op success. Solid state electronics with new ultra sensitive optic sensors for 100% ball detection make the FB-1000 the ultimate in no maintenance design. Players will be thrilled by the complete package of music, sound, light and display effects. The operator also has a full range of settings, including fully adjustable pricing, ticket vend and meg bonus vend levels. Easy to assemble and built of high quality, durable materials, the FB-1000 promises to be a true Superbowl champion. Contact your local KONAMI Distributor to order yours today.



KONAMI®

BullShooter III Tour travels to Houston

Continuing on its nationwide tour, Arachnid's $100,000 BullShooter III World Challenge of Champions Dart Championship traveled to Houston for the seventh $5,000 qualifying regional tournament January 23-24.

English Mark Darts players from all over Texas (even some from as far as Michigan) gathered at Look's Sir Loin Inn for the eight-event tournament co-sponsored by H.A. Franz Co.

Wade McDonald of Houston took the title of masters singles double in/double out champion and also won first place in cricket singles and open doubles with partner Will Declementz.

Virginia Riley of Floresville, Texas, became the BullShooter's first women's singles regional tournament champion. This event has been added to the world tour as a direct result of player requests. Riley teamed with Patty McFarland to take top honors in the women's doubles category.

Terre Arendt and Rich Grant, both of Houston, won the mixed doubles cricket category. Fellow Texans Tammy Woods and Rey Arizmendez claimed first place in 701 mixed doubles; while Arthur Bouldin of Pasadena claimed the top spot in 501 open singles.

The top three places in each event were awarded cash prizes, trophies, and qualifying certificates that allow entry to the BullShooter Finals set for Memorial Day weekend, May 28-30 in Chicago.

These finals will be opened by the Honorable Mayor McNamara of Rockford Ill. at 10 a.m. on May 28. A total of $35,000 will be awarded at the finals, which is expected to draw 5,000 of the world's best dart players. The finals will also include challenge matches between nations.

Minneapolis and San Francisco hosted regionals in February. Other locations hosting the remaining regionals are Syracuse, N.Y. (March), and Dayton, Ohio (April).

For more information on regionals or the upcoming finals, call Arachnid, Inc., 800/435-8319 or (815) 654-0212.

Bound for the nationals is Mike Bell of Springfield, Ill., a regional winner, congratulated by Bob Hodges. Bell won the Great Plains masters singles in November.

Arachnid's Bob Hodges (c) with Houston's tournament co-sponsors H.A. Franz and Jim Franz.

Air hockey challenge draws crowd in Waco

An air hockey Challenge of Champions exhibition in Waco, Texas, on January 23-24 drew local newspaper, radio, and television coverage of top players from around the country.

The event was organized by Mark Robbins of Dynamo and Larry Burns, co-owner of VideOasis, a game room in the Lake Air Mall that hosted two afternoons of exhibitions. An evening exhibition was staged at the Just For Fun II game room near Baylor University. Both locations have experienced success with air hockey.

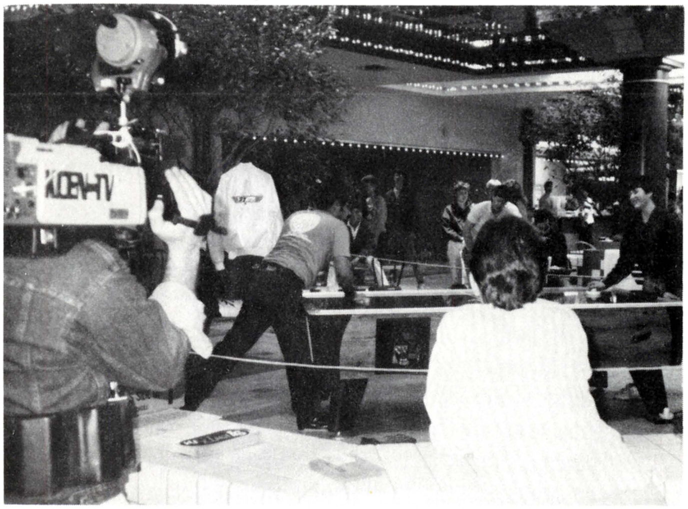
The VideOasis exhibition featured Robbins, a two-time national champion; Robert Hernandez of Houston, also a two-time winner; and Patrice Nale of Houston, four-time national women's champion.

Also on hand were Paul Marshall of Dallas, Mike Nelson of Houston, and Mike Barry of Philadelphia, all highly ranked players. Challengers to the champs could make a $2 donation to the Waco Animal Shelter, which resulted in $100 raised for the worthy cause.

An official U.S. Air-Table-Hockey Association challenge match featured Mike Barry (ranked 13) vs. Paul Marshall (ranked 5) in three hours of competition with Marshall winning at the finish.

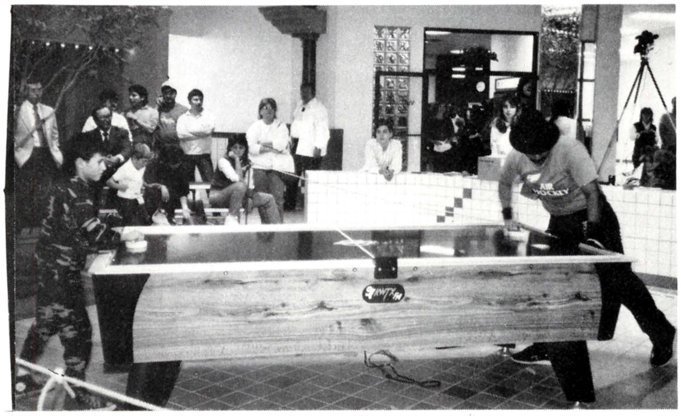
Mary Harrington and Larry Burns at VideOasis entrance.

According to Mary Harrington, co-owner of VideOasis with Larry Burns, interest in their newly formed air hockey league has soared since the promotion and they are planning to buy another table. "We've just about worn out the videotape we made of the exhibition," said Harrington. "We plan on sending the winners of our league to the March nationals in Houston."



Local television cameras tape the Challenge of Champions.

Patrice Nale (l), four-time women's champion, takes on a challenger.



Highly-ranked Robert Hernandez shows his style in a match with a young player.

LOOKING
FOR
ACTION !

C.A. ROBINSON & CO., INC.

For top quality merchandise and for first class deals, call:

OPEN HOUSE
MARCH 25

180 UTAH AVE. SOUTH SAN
FRANCISCO, CA 94080
415/871-4280
FAX #415/588-8538

OPEN HOUSE
MARCH 23

2891 W. PICO BLVD.
LOS ANGELES, CA 90006
213/735-3001
FAX #213/735-7322

REPRESENTING:

Arachnid ✦ Ardac ✦ Atari ✦ Automatic Products ✦ Bally Midway ✦ Bally Sente ✦ Capcom ✦ Choice Vend ✦ Coinco ✦ Data East ✦ Dynamo Exidy ✦ Fixtur-World ✦ Grand Products ✦ Imagination Leisure ✦ Konami Leland Corp. ✦ Litton ✦ NSM-Lions ✦ Microwave ✦ Mars ✦ Memetron Merit ✦ Nintendo ✦ Valley ✦ Vendo/USI ✦ Wedges/Ledges ✦ Williams

WHAT IS YOUR BUSINESS *REALLY* WORTH?

by Charles C. Ross

There seems to be one thing that amusement game operators do not agree on, the value of an amusement machine business when trying to sell it.

You heard things like: "An amusement business should be worth one year's gross income to the operator." Then when times got bad you heard: "Well today, an amusement business is worth only six or maybe nine months of gross income."

Still others say: "The value of a city route is worth more than a country route;" or "A route is worth its 'wood value' times one and one-half, unless of course, we are talking about an arcade then everything changes..."

Needless to say, each theory will yield an entirely different amount. So what is an amusement machine business worth?

First, there is no one correct way to determine what a route or arcade is worth, and like anything else, it's really worth what a buyer is willing to pay for it.

Let's assume you have decided to sell your operation. You and the buyer have agreed upon a price. Would you pay that price for the business if you were the buyer? If the answer is no then you have made a good deal. On the other hand, if you answer yes, then the price may be too low.

Now you may say," Wait a minute! I thought you were going to tell me how much I should be able to get out of my business and now you are ducking out of the whole issue..."

Ok. Back to what an amusement machine business is worth. Let's explore some traditional methods of placing a value on a coin-op business.

VALUATION BASED ON GROSS INCOME

A valuation based on gross is probably one of the oldest and least accurate methods, no matter if based on six, nine, or 12 month earnings. Here's why. Let's look at two amusement companies: Company A and Company B both grossed $100,000 last year. By the gross income method both would be worth $100,000 on the "for sale" block. But let's look a little deeper at their income statements. After all, gross income does not an income statement make. Below are condensed income statements for both companies.

	Company A	Company B
Gross Revenues	$100,000	$100,000
	========	=========
Rents	24,000	6,000
Wages(not owner)	18,000	10,800
Depreciation	10,000	6,000
Truck Expense	3,600	2,400
Other Expenses	30,000	20,000
Total Expenses	85,600	45,200
Net Income (Gross Rev-Total Expenses)	$14,400	$54,800
	=======	=======

Now, you be the judge. Which business is worth more? And which business is worth $100,000? Now you ask how the two companies can be so different in net income with the same gross?

CRANE OPERATORS

B&C
TOPS
in
PLUSH

PreMix SPECIALIST for ALL CRANES

Variety
Quality
Size
Plush
Animals

Immediate
Delivery

Only $87.00

30 different items
80 to 90 deluxe plush animals

Approximately 500 items To CHOOSE FROM

Call **B&C** enterprizes
Toll Free 1-800-222-0491

CRANES are our ONLY BUSINESS

Before you jump to the conclusion that the numbers are rigged let's examine the numbers. The $2,000 a month rent for Company A will equal $24,000 per year and $500 per month rent will equal $6,000 for Company B. (What can I say, Company A believes in nice offices and a fancy workshop in a fashionable business park.)

Both companies have one paid employee; Company A pays $1,500 per month and Company B pays $800 per month.

There's a big gap in the depreciation numbers. Depreciation here is as it would be calculated by your accountant. To keep the numbers simple, Company A is operating new equipment and Company B is operating older equipment. You argue that a company with new equipment couldn't be making the same as a company with older equipment. However, all locations are not equal in their revenue-producing capabilities.

"...all locations are not equal"

To further widen the gap Company A uses a new truck, which is more costly, while Company B uses an older truck which is paid for.

Company B is also better at managing the other costs of running the business, keeping them at $20,000 annually. Company A is not as cost-conscious and spends $30,000 per year on other costs.

So, while the companies are both grossing $100,000 they are not at all equal. You would ask more for Company B than for Company A.

Why then do so many people get hung-up on gross income? Simply because gross income is easy to use. Many amusement businesses have been sold for an amount far from its real value because the sale was based solely on gross income.

There is no way to multiply gross income to measure the value of the company. There are too many variables on the way to the bottom line for gross revenue to be an accurate measure of what any business is worth.

However, gross income is the starting place for making money. If you have no gross income you certainly can have no net income. So gross income is important but it is not the only thing that determines the value of an operation.

VALUATION BASED ON WOOD VALUE OF THE EQUIPMENT

"Wood value" is the value of the equipment if you were going to sell it piece by piece. Also called "liquidation value" it assumes no value whatsoever for the business, the locations, or the good name the business has established. So wood value or some multiple is not a true measure of the value of an amusement route or arcade.

Just as with Company A and B in the example, it is possible for a company to be running older equipment and make more money than a company with new equipment because of the quality of the locations. Wood value would only distort the true value of each company.

But again, wood value is an important part in measuring the value. As with gross income, it is only a piece of the puzzle. One way to utilize the wood value is to assume that it would be the lowest value you would be willing to accept for your business. That way you have established a low end figure.

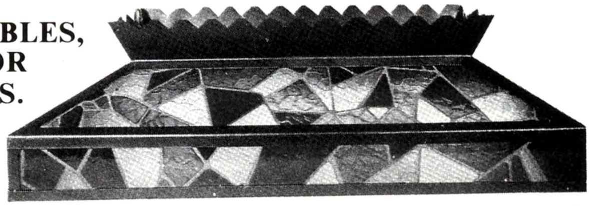
VALUATION BASED ON BOOK VALUE

Book value is an accounting value. It is determined by taking the cost of an asset and subtracting the accumulated depreciation. The cost of the asset is what you paid for it. The accumulated depreciation is the depreciation expense, as calculated by your accountant for tax purposes, added up for all the years that you have owned the asset. Take for example a $2,500 video game you purchased two years ago. Assume simple straight line depreciation of $500 per year over a five-year expected life with no salvage value. After two years the video game will have a value of $1,500. Is that anywhere near the true value of the machine? Probably not, and it would not matter if you were using the new ACRS method of depreciation. The book value probably won't be anywhere near the real value or market value of the machine if you were to try to sell it.

The same is true for your entire business. If the book value on one piece of equipment is nowhere near its value, it's certainly not likely to be anywhere near the value of the entire

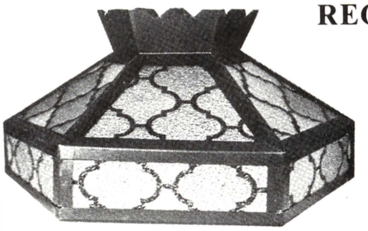
LIGHT FIXTURES

HEAVY GAUGE METAL FRAMES IN WROUGHT IRON FINISH AND COLORFUL DURABLE PLASTIC PANELS. ENGINEERED FOR LONG LIFE AND AVAILABLE FOR REGULAR CEILING HANGING OR 15' CHAIN FOR USE AS A SWAG LIGHT



CAN BE USED OVER POOL TABLES, FOOSBALL, AIR HOCKEY OR REGULAR LIGHT FIXTURES.

(May even help get you a location!)



ALMEL INDUSTRIES

2101 W. JACKSON, SUITE 6 TUPELO, MS 38801
(601) 841-1721

Write or call for a color brochure

business if you simply add up the individual incorrect book values.

So do you need to know the book value of your business? Although, book value does not really figure in determining the value of your business, it will show whether you have a gain or a loss for tax purposes on the sale of your business. Book value has its place in the sale of your business, but not in the valuation. Your accountant can explain the tax ramifications of the sale on you personally or on a corporation if it owns the business you are selling.

FACTORS TO CONSIDER WHEN ESTABLISHING A VALUE FOR YOUR BUSINESS

The value of your business is based on three major factors: Future earning capabilities; Risk factor (the likelihood that the earnings will continue); and your opportunity costs.

Future Earning Capabilities:

1. The age of the equipment you operate affects the liquidation value of the equipment and this will have an effect on the value of your business. More importantly, the age of the equipment will generally impact the earning capabilities of the business. As we will see later, the earning capabilities will greatly affect the value of the business.

2. The quality of the staff that goes with the business when you sell have a value to the future owner of your business even if he is familiar with the coin-op industry. These people know your present operation and are a valuable asset which you are also selling. Furthermore these people represent information which has a value in today's information-oriented world.

3. The quality (just another way of saying the earning power), of your locations will have an impact on the earning capabilities of your business. The better your locations, the more value you have in the market place when you go to sell.

4. What are you are selling in addition to the equipment? The trucks, repair equipment, money handling equipment, and leasehold improvements you selling in addition to the equipment have value and will normally be added to the price of the business probably at their liquidation value.

5. How intense is competition? Your competition will have an impact on the earning capabilities of the business. If competition is fierce, your business will not be worth as much. If you are the only game supplier in your area, naturally, the route will be of higher value.

6. The operating cost of your business affects the profit. This is why some operators say that city routes are worth more than rural routes. The general thinking is that city routes will gross more money than a rural route will, and that city routes are cheaper to operate because the locations are generally closer together. But that is not necessarily true. It will really depend on the earning capabilities and the operating costs of each route. One more note on operating cost. Your operating costs may or may not be important to the new owner. He may be either more or less efficient than you.

7. How much profit have you been able to make from the route? Now we are getting to the hot topic--profits. The more profit you make, the more the business is worth. We will discuss more on using profits to establish a value for your business under Capitalization of Earnings Method of Valuation.

The Risk Factors:

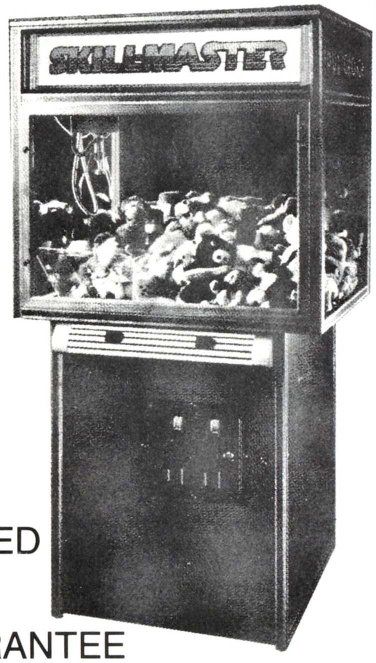
1. Anything that you have done in your business to lower the risk of failure will boost the value of the business.

Risk-reward is one reason that the return on a video game needs to be more than the return on a pool table. The risk that the video game will not make money consistently is much greater than the risk for a pool table. There are still 10-year old pool tables on location but not many 10-year old video games. Furthermore, the 10-year old pool table is probably still making just as much as it did when it was new.

2. Do you have location contracts? Location contracts make a business more valuable because they reduce the risk of losing locations to competitors.

3. What do you feel is the future of the amusement machine business? This is really a subjective evaluation that will impact your asking price for your business. If you feel that the business is going to improve you will adjust the value of your business up. If you feel it's going to be bad, you will lower the price, maybe even substantially to attract a buyer quickly.

4. What is the outlook for your local economy? This, again,



SKILL-MASTER CRANE

ONLY
$1695
COMPLETE

BUILD
YOUR OWN
CRANE

ONLY
$895
COMPONENTS

MANUFACTURED
IN THE USA

90 DAY GUARANTEE
ON PARTS

CRANES N-THINGS
1-800-433-0601

8390 Currency Dr Riviera Beach, FL 33404 305/844-7536

is a subjective evaluation. A positive economic outlook will increase the valuation of your business while projected bad economics will lower it.

5. What kind of leases do you have on the company-owned arcades and other facilities? If you are trying to sell an arcade with a long-term lease and reasonable rent then the new owners have a lower risk which raises the value of your business. If an arcade has only a year to go on a lease and an unpredictable future for lease renewal then the business will probably be worth close to its lowest liquidation value.

6. The mix of equipment will affect the value you place on the business. Some operators say they would never buy a pool table route, while others claim they would never buy a video game route. They simply have different attitudes toward risk. The pool table operator is saying that reducing risk and reducing reward is the formula for him to sleep well at night. The video operator is ready to take on added risk for added potential reward associated with video games. One is a conservative bet and the other is a risky bet. Both pay off according to the risk.

Opportunity Costs:

Opportunity costs are those costs that you forego by not doing anything. In other words the opportunity costs of going to the movies is staying at home. You cannot go to the movies and stay at home. So you have foregone the opportunity of staying at home by going to the movies.

What are your opportunity costs for the money which you will receive from the sale of the business? How will you employ that money and at what rate of return? If you have opportunities waiting, you will be more anxious to sell so you may lower your price to get a quick sale. On the contrary, if you don't have any good opportunities waiting, then the value of your business--to you--will go up because you can't earn somewhere else what you are presently earning.

CAPITALIZATION OF EARNINGS VALUATION METHOD

One traditional method of business valuation is the capitalization of earnings approach. It's good because it brings together the three factors previously mentioned; earning capabilities, risk, and opportunity costs.

There is a three-step process in using this method.

First, you must establish what you feel is a reasonable future earnings figure for your company. It's tricky but when it comes to valuation the past does not always indicate the future.

Assume that you feel that $50,000 is a reasonable future expectation of net income. Then find a capitalization rate (rate of return) to use to capitalize the earnings. If the business was a riskless investment you would use a riskless rate similar to that for Treasury Bills which are considered to be a riskless investment.

$50,000 earnings divided by .08 = $625,000

In other words, we capitalized the earnings at eight percent, the rate on a riskless investment, and found the business would have a value of $625,000.

But, this is where risk comes into play. The amusement business is not a low risk investment. So then we must " risk adjust" the $50,000 of earnings. It is also here that we enter subjectivity. There is no established rate of capitalization for an amusement machine business so we start by grabbing a capitalization rate out of the air.

Using a capitalization rate of 50 percent, what you would use for a high risk investment, the value of the amusement machine business would be as follows:

$50,000 divided by .50 cap. rate = $100,000

Using the 50 percent capitalization rate the business would have a value of $100,000. You may say that is about right. Translated, if you held on to the business it would take you two years to recover your investment. If you think your business is not that risky because of some of the factors discussed above you may want to capitalize your earnings at say 30 percent.. That would yield a value as follows:

$50,000 divided by .30 cap. rate = $166,666

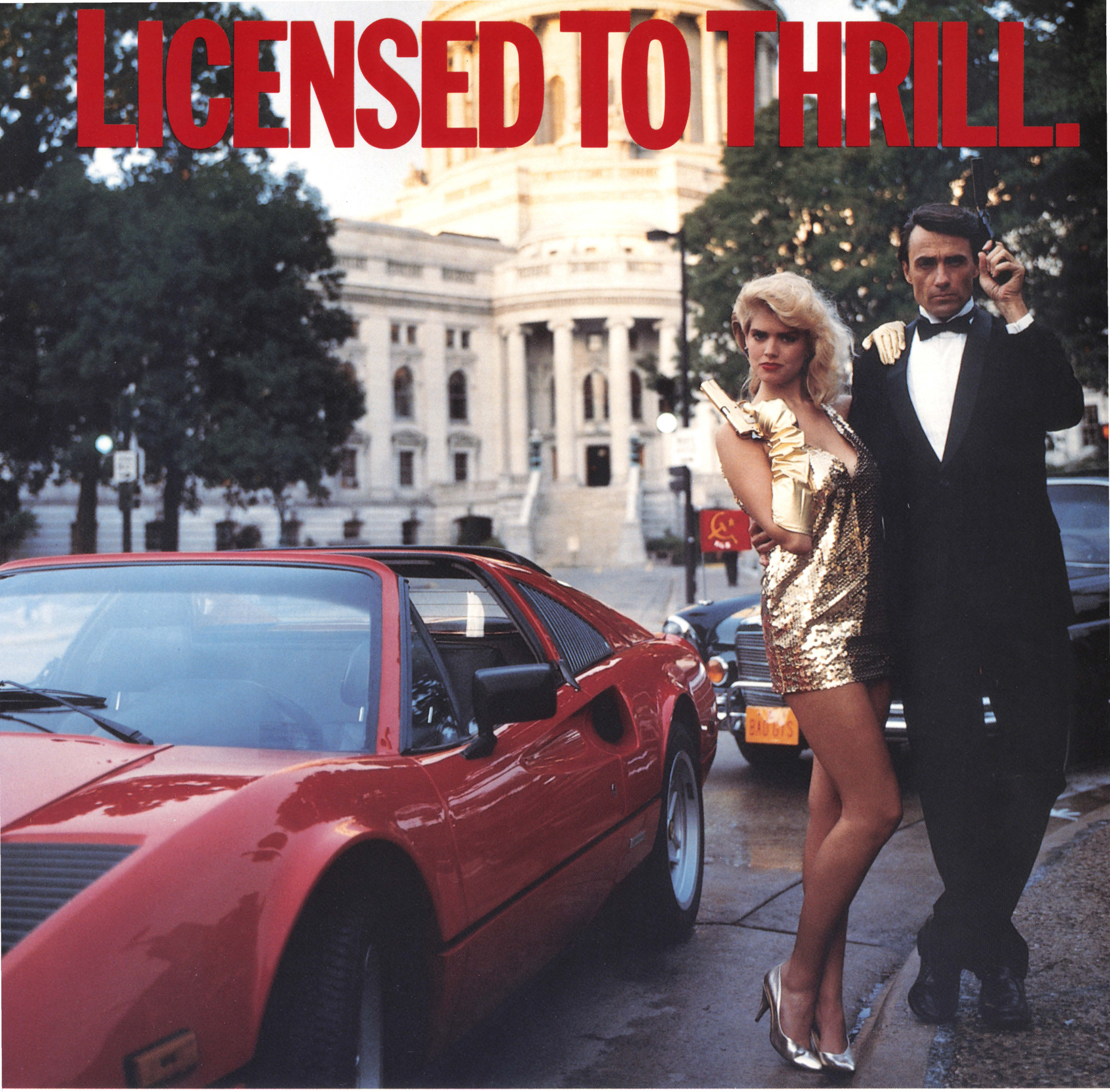
You will notice that as the risk level (capitalization rate) drops, the value of the business goes up. You can see why it is important for you to do all you can do to lower the risk for the potential buyer.

Opportunity costs is the third factor. Its part is similar to risk. For example, if you have an opportunity to invest $100,000 at a 50 percent return and you are presently capitalizing your amusement business at the 30 percent rate then you will tend to lower the value of your business from $166,666 toward the $100,000 value. You will be better off financially investing $110,000 at 50 percent (making $55,000 per year as opposed to your present $50,000) than you would by staying in the amusement business getting only the 30 percent return. If you have no good investment opportunities available, you will tend to value your business at the full $166,666 or even more. If you were to sell for $166,666 and employ the money at say 20 percent then your earnings on your investment will fall to $33,333. You will not be eager to sell for that price because of your opportunities.

CONCLUSION

If you choose only one of the methods discussed above the capitalization method is by far the best. However, there are many considerations so the best approach to placing a value on your business will be a combination of the liquidation value, the capitalization approach, the other items you are selling, and the value of the employees the new owner will acquire. Just remember that each and every one of those items will have a value which is reached subjectively.

LICENSED TO THRILL.



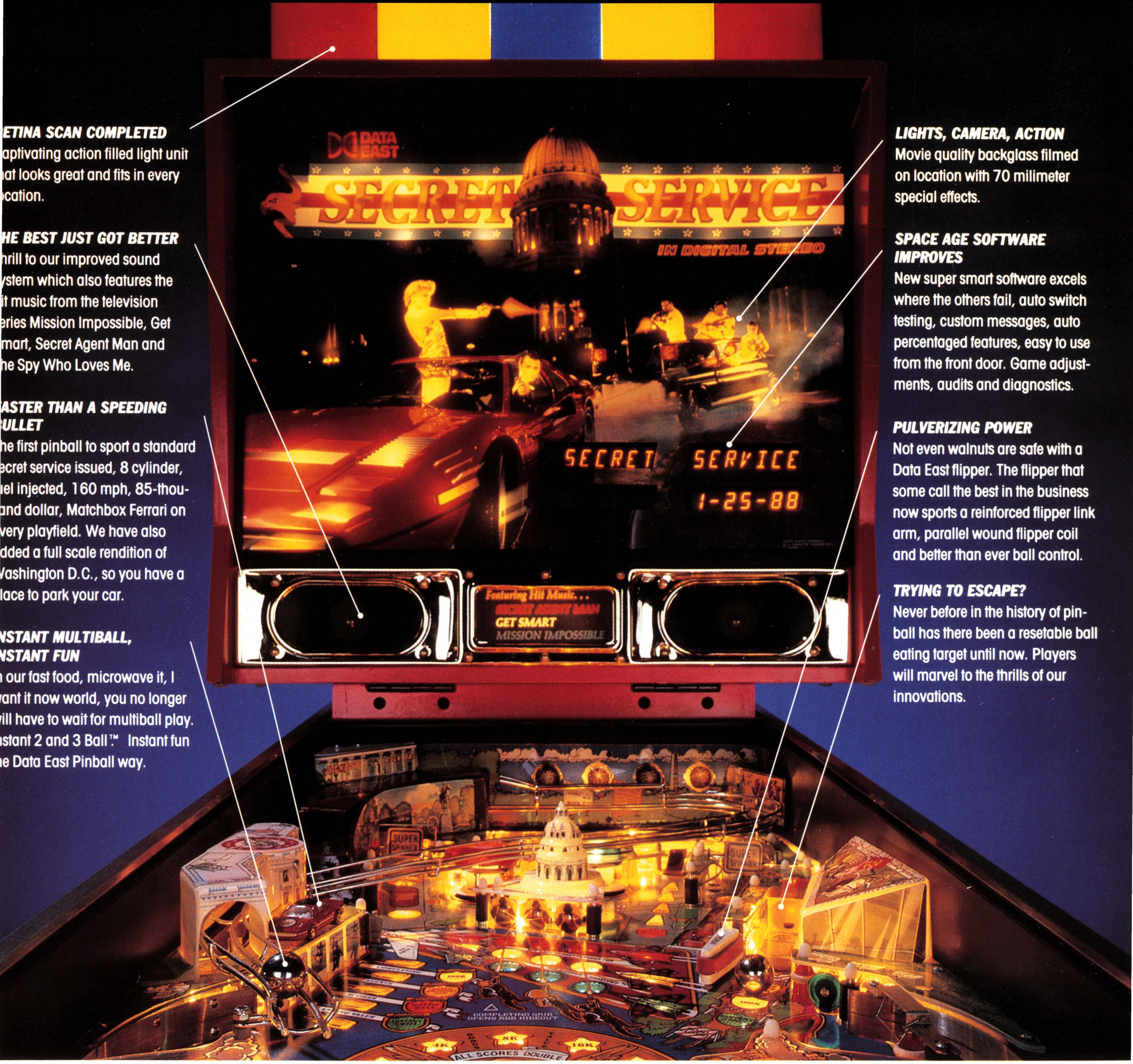
SECRET SERVICE
SECRET SERVICE
1-25-88

SECRET SERVICE

Data East brings you pinball the way it was always meant to be: fast action, non-stop challenge, and super excitement!

DATA EAST®

THE SECRET IS OUT.



ETINA SCAN COMPLETED
aptivating action filled light unit
at looks great and fits in every
cation.

HE BEST JUST GOT BETTER
hrill to our improved sound
ystem which also features the
it music from the television
eries Mission Impossible, Get
mart, Secret Agent Man and
he Spy Who Loves Me.

**ASTER THAN A SPEEDING
ULLET**
he first pinball to sport a standard
ecret service issued, 8 cylinder,
uel injected, 160 mph, 85-thou-
and dollar, Matchbox Ferrari on
very playfield. We have also
dded a full scale rendition of
Vashington D.C., so you have a
lace to park your car.

**NSTANT MULTIBALL,
NSTANT FUN**
n our fast food, microwave it, I
vant it now world, you no longer
vill have to wait for multiball play.
nstant 2 and 3 Ball.™ Instant fun
he Data East Pinball way.

LIGHTS, CAMERA, ACTION

Movie quality backglass filmed on location with 70 milimeter special effects.

SPACE AGE SOFTWARE IMPROVES

New super smart software excels where the others fail, auto switch testing, custom messages, auto percentaged features, easy to use from the front door. Game adjustments, audits and diagnostics.

PULVERIZING POWER

Not even walnuts are safe with a Data East flipper. The flipper that some call the best in the business now sports a reinforced flipper link arm, parallel wound flipper coil and better than ever ball control.

TRYING TO ESCAPE?

Never before in the history of pinball has there been a resetable ball eating target until now. Players will marvel to the thrills of our innovations.

THE ARSENAL GROWS.

The only all plywood cabinet in the industry with steel cashbox protector plate. All steel cash box. New ultra reliable drop targets with super large target area. No-wear™ mylar playfield cover. New between flipper up post. New inserts, shapes, sizes and colors. More reliable micro switches everywhere. New ultra reliable eject. New screw-in turbo bumper caps and Never Fail™ switches. New PCB style light boards. New no-trap metal ramps. New easy service display boards. New MRB-1 long life flash lamp, diode and relay board. New upgraded transformer. And much, much more.

WE'VE ONLY JUST BEGUN.

***See your local Data East Distributor
or Contact Data East USA, Inc.
470 Needles Drive, San Jose, CA 95112
(408) 286-7074***

DATA EAST®

Keep games collecting dollars--not dust

"Why have perfectly good game boards collecting dust if they can be collecting dollars?" is exactly the question Chris Humphreys posed when he was an operator trying to make the most of available space. His solution, several years in the making, resulted in the development of *Double Up*, a software kit with insulation displacement connectors that allow two vertical or two horizontal monitor games to be installed in a single cabinet.

Humphreys, president of Multitech, first introduced his product at the '86 AMOA and has followed it with *Plug In Double Up*, a revised version of the original universal kit that plugs directly into the wiring harness found in Konami games and compatibles. Revisions make installation easier and make the kit compatible with future products the company plans to release.

"We're very interested in responding to the needs of operators," said Humphreys. "Operators want something very easy to install, even if it is a little more expensive. Our universal kit is $99.95 and takes two hours to install (about the time it takes a technician to install a normal conversion kit). Our new plug in kit is $150 and takes 20 minutes, easy."

Explained Humphreys, "There's pressure in arcades to add another new game that is popular. With our *Double Up* system the operator doesn't have to decide what game to take out to make room for the new hot one."

The procedure is quite simple, according to Humphreys. Step 1--unplug an existing game board and plug in the *Double Up*. Step 2--plug in the original game board or another game (from storage) into the double up with a harness provided by Multitech. Step 3--mount the player control switch on the control panel and add a second game, any game you want.

There are basically two restrictions. First, the two games have to use either a vertical or horizontal monitor; and secondly, the operator has to use similar control panel arrangements. Cabinets can be grouped into types--two vertical screen with track ball and button; joystick and two buttons; and other configurations.

Players select either game by means of a switch mounted on the control panel. Cabinets can hold two kits, or a kit and the original game for about the same dollar amount, including labor, that it costs to do a conventional conversion. Notes Humphreys, "If you're going to do a conversion anyway, why not install two games for the same price?"

The universal kit idea first occurred to Humphreys when he was trying to get more games in allotted space without taking out an old game. "Looking at the back of the cabinet," recalled Humphreys, "it appeared to be such a waste to have all this space not utilized. I thought, 'Wouldn't it be nice to put more than one game in a cabinet?'

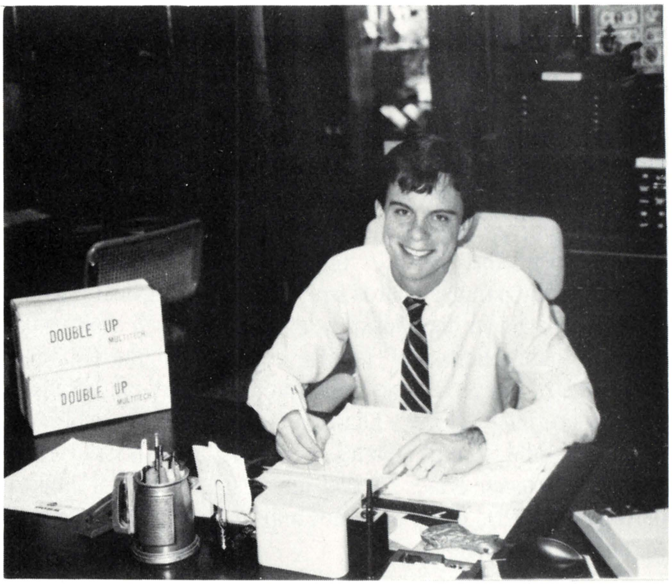
"Every time I converted a game I was almost trashing the old board--it sits in a desk or in a box and collects dust. If it only garners $20 a week it's better than not being utilized."

The first *Double Up* took a considerable amount of time to do for each cabinet. Later he decided it would be a viable product to market and Multitech started as a company in March, 1985.

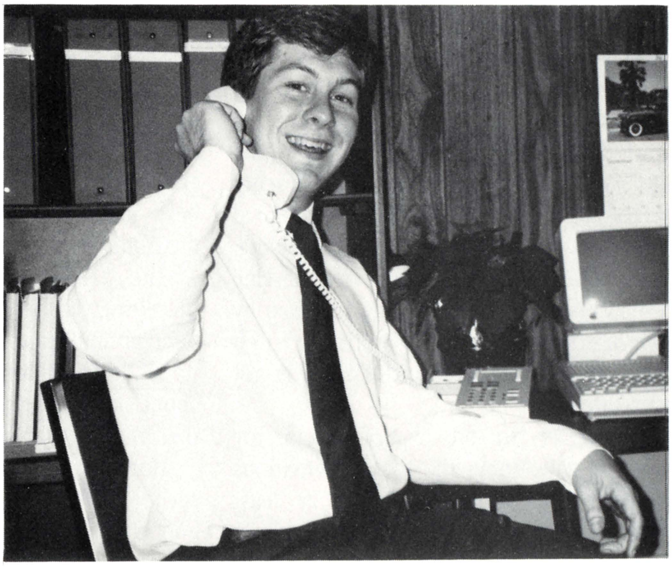
Humphreys is the president of the company and his vice president is Taylor Smith, also a former operator. Humphreys' wife, Noel, is also an officer. The clerical staff includes Mary Lou Brazel and Michelle Thompson.

"Our major goal," said Humphreys, "is to have plug in kits for all major cabinet configurations. For those who want maximum flexibility, choose *Double Up* or *Plug In Double Up* and expand the possibilities in every location."

To contact Humphreys or any of his staff for more information or ordering, call 800/346-3379 or (904) 257-6121.



Taylor Smith checks orders in the front office.



Chris Humphreys talks with a Multitech customer.

A Parallel Situation Overseas

by David Snook

Is a PCB which qualifies for that dubious distinction of parallel import an illegal board? For as many cries of "yes!" that I hear, there are as many "no's" and even a few halting "maybes."

Talk to Bob Fay of AAMA or his officers and the issue is beyond doubt; but force the issue, side-step the side-steps and when you come down to it, I'm not at all certain that it *has* been thoroughly tested in the courts.

I am not alone in that conclusion, either, for Bill Beckham, the Ohio-based game room operator, has banded together with a few operator-colleagues to challenge the legality of AAMA's assertion that parallel boards are illegal.

Those of us in the business of coin machine publications are familiar with the standard press releases sent out by AAMA concerning Mr. Fay's Elliot Ness-like purge of the United States. "Illegal games" can mean *either* parallel imports or copied boards. There does not appear to be a distinction.

No one questions the invalidity of copied boards. They are utterly reprehensible and so are those who would seek to profit by them. But parallel boards? I wonder--and so do others.

I do not take sides. To do so would be an unwarranted intrusion. Twenty years' of experience in the international coin machine business not withstanding, my publication is the British one, serving the British trade first, closely followed by the international trade. To come down on one side of the fence or the other is not my intention.

To refer to an experience in my country concerning the same contentious subject, however, may prove at least interesting and possibly even quotable in the long months of agonizing by the U.S. trade--and even the U.S. courts.

The British Government has an Office of Fair Trading (OFT), a department of civil servants whose job is to act as guardians of the public's right not to be ripped off, so to speak. It is unwieldy and it is ponderous, but its deliberations, once initiated, are unstoppable and eventually a conclusion is reached. Those who find themselves on the wrong end of an OFT decision have to comply, or take on the OFT through the courts, a choice which few deliberate over for long.

The OFT's decisions therefore effectively have the force of law.

Against this background, the two British coin machine journals, tangled with the OFT and lost--sort of, but only 'sort of' because the journals were in a position which rendered defeat by the OFT blessed relief.

Parallel imports of genuine PCBs in the British market had been giving the United Kingdom distributors a rough time. A game would debut, find a market, wax and wane in the Japanese market even before the first official boards reached the appointed distributors in the UK. Small British distributors would buy up second-hand or even excess supplies of new boards from Far Eastern sources and offer them in the UK before, or at best simultaneously with, the official distributors.

The distributors' prices were, therefore, rendered nonsensical by the parallel importers.

In UK law there is nothing illegal about parallel imports, one should make that quite clear at the onset.

However, the distributors were taking such a beating from the parallel importers that they approached the trade press--the main source of featuring the wares of the parallel importers--and asked us to impose sanctions. The deal eventually hammered out was that the press would refuse advertising from the small parallel importers of the price of a new game for the first 12 weeks of that game's effective sales life in the UK. That gave the distributors the "edge" they needed.

As the leading publication in the UK market, we were unhappy at the deal, but the advertising power of the major distributors was such that we felt obliged to accede. It may have been somewhat cowardly. If so, then we accept the judgment, but the issue of our moral fibre is not the subject here.

We were reported to the Office of Fair Trading for that agreement. We were informed by a parallel importer who sympathized with our position but who had a position of his own to protect. In fact, we welcomed the OFT reporting because it offered an opportunity to wash our hands of the whole affair.

After an investigation which lasted 18 months, including very detailed interviews with officials of the OFT, a report was published (in The Times, no less) to the effect that the Director General of the OFT had found our sanctions to be an anti-competitive practice. It presented the buyer obtaining a legitimate product at the best possible price and afforded a degree of protectionism to a slice of the business.

As far as we were concerned, the heat was off. We could accept advertising of prices of parallel games and no one could condemn us for it.

The *official* line in the United Kingdom, therefore, is that parallel imports are not only legal but that unofficial distributors should be at liberty to advertise them equally with those appointed to do so by the original manufacturer.

The United Kingdom is not the United States, you might argue, but in an international marketplace full of uncertainties and in the absence (apparently) of confirming test cases, every instance of reasoned argument at governmental level takes on a new importance.

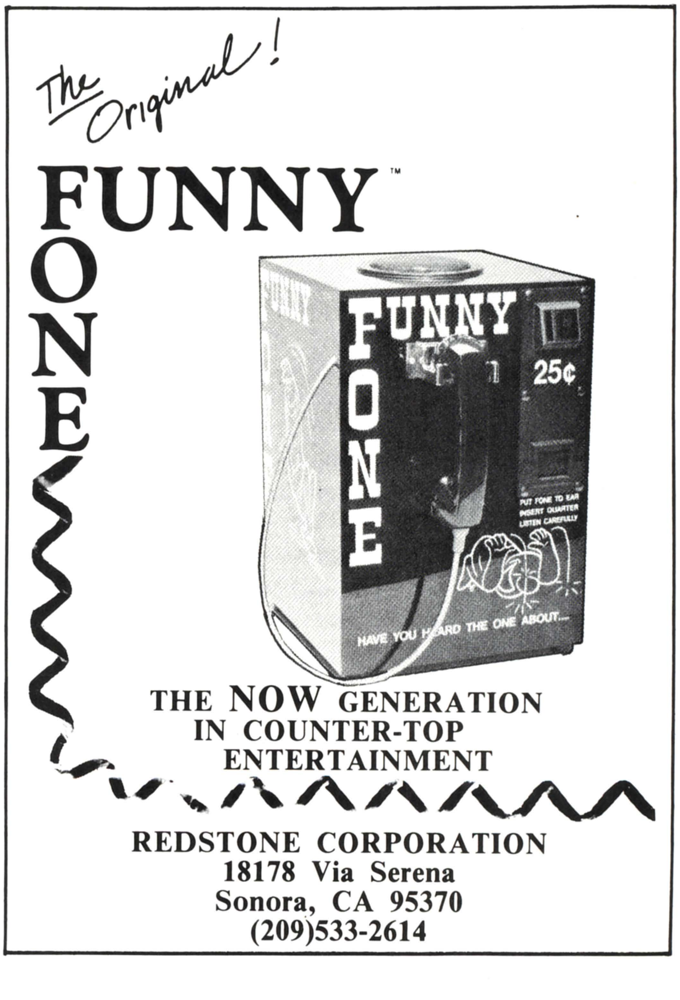
So what about the manufacturers' point of view? Most of the games affected emanate from Japan and one should be brutally frank and accept right from the start that, historically, the Japanese manufacturers of video games do not have exactly an unblemished record when it comes to fair and proper dealings with their products and their customers.

Instances of manufacturers appointing a myriad of "official" and "exclusive" distributors in different countries are legion. And when the unmentionable hits the fan, our Far Eastern colleagues have tended to hide behind a combination of time-lag, deafness, or a sudden inability to comprehend the language! The more professional among their ranks--thankfully now the majority--have been far less reprehensible in their attitudes. However, rumors to the effect that some of the principal copiers have been funded by the originators of games have persisted; if you can't beat 'em, own 'em. All of that aside, the originators of games have a natural and irresistible urge to sell as many games as possible to whomever they can sell them to.

They also have an equally irresistible urge--possibly even a duty--to serve their own home market first. The volatility of that market, however, means that games peak quickly and that brings about the problem with a flood of second-hand games, or excess new boards, being dumped on the foreign market ahead of, or simultaneously with, the official arrival in that foreign market, of the new game. To be fair, the perpetrator of the "dumping" may not be the originator himself. It may be a distributor in Japan, who does not have the responsibility nor the inclination to protect another distributor thousands of miles away. It may also be a major operator with thousands of perfectly serviceable but now out-of-favour boards to get rid of.

And the official distributors? Perhaps one should feel most sorry for them. They work for a line, win it by committing themselves to up-front volumes of games, pledging huge volumes of cash, and then find their market undermined by opportunists. The distributors take the risks--that's their angle. They're buying quantities before the qualities become apparent. The opportunists, the small board buyer without the overhead and no commitments, has time to evaluate the performance of a game in Japan and therefore has far less risk. He can then undercut the official distributors' prices heavily--sometimes halving them if he's buying second-hand.

The odd instance of this problem can



The Original!

FUNNY™
FONE

THE NOW GENERATION
IN COUNTER-TOP
ENTERTAINMENT

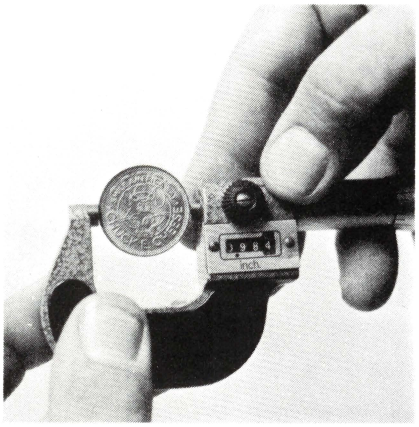
REDSTONE CORPORATION
18178 Via Serena
Sonora, CA 95370
(209)533-2614

"Quality Is Our Family Tradition"

TOKENS

800-227-5813

IN CA 800-227-5814



Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

- **Immediate same-day shipment on stock tokens**
- **Quality artwork and design service at no charge**
- **Hoffman & Hoffman tokens are minted under the most rigid quality control standards.**
- **We match Old World craftsmanship with advanced technology.**
- **Hoffman & Hoffman has the best prices and fastest delivery for stock or custom tokens.**
- **You can buy the best tokens for less. Check our prices and see.**

HOFFMAN & HOFFMAN

P.O. Box 896, Carmel, CA 93921

be absorbed. If it is taken to extremes, however, with the multiple abuse of the system, then major problems emanate. The distributor system could be at risk. Undermine his position enough and it will collapse.

By the same token, however, who says the distributor has a right to live, or even to prosper? Why should his position be protected? If an operator can buy a legitimate board from Canada for $400 why should he feel obliged to buy the same animal from an official distributor for twice the price? It is, after all, a hard and competitive world in which the operators may have to cut one another's throats, so why shouldn't the distributor also feel the chill of risk?

Those are some of the arguments put forward by the operators, most forcibly by the fledgling American Operators for Equal Treatment (AOET) who are planning to take on AAMA through the courts to test out their theory that the position of parallel imports is not as clear-cut as the welter of AAMA press releases would suggest.

The AOET's ire is further fueled by their insistence that the AAMA is only calling parallels "illegal" to establish an acceptability of the view. And that the insistence that parallels are illegal has the motive of pure commercialism--to force operators to buy dedicated games.

If operators in other countries can buy boards or kits, why shouldn't American operators be able to do so too, they argue.

Unfortunately, the subject is driving a wedge through the American industry. We now have a situation where the manufacturers are at risk of estranging their customers. The recent raid on the AMOA president's own operation for "illegal" games (parallels or copies? No one actually said which) brought AAMA and AMOA virtually to a no-speaking point. That is hardly satisfactory in any industry in any country. How can the U.S. trade talk to the authorities with any degree of united front?

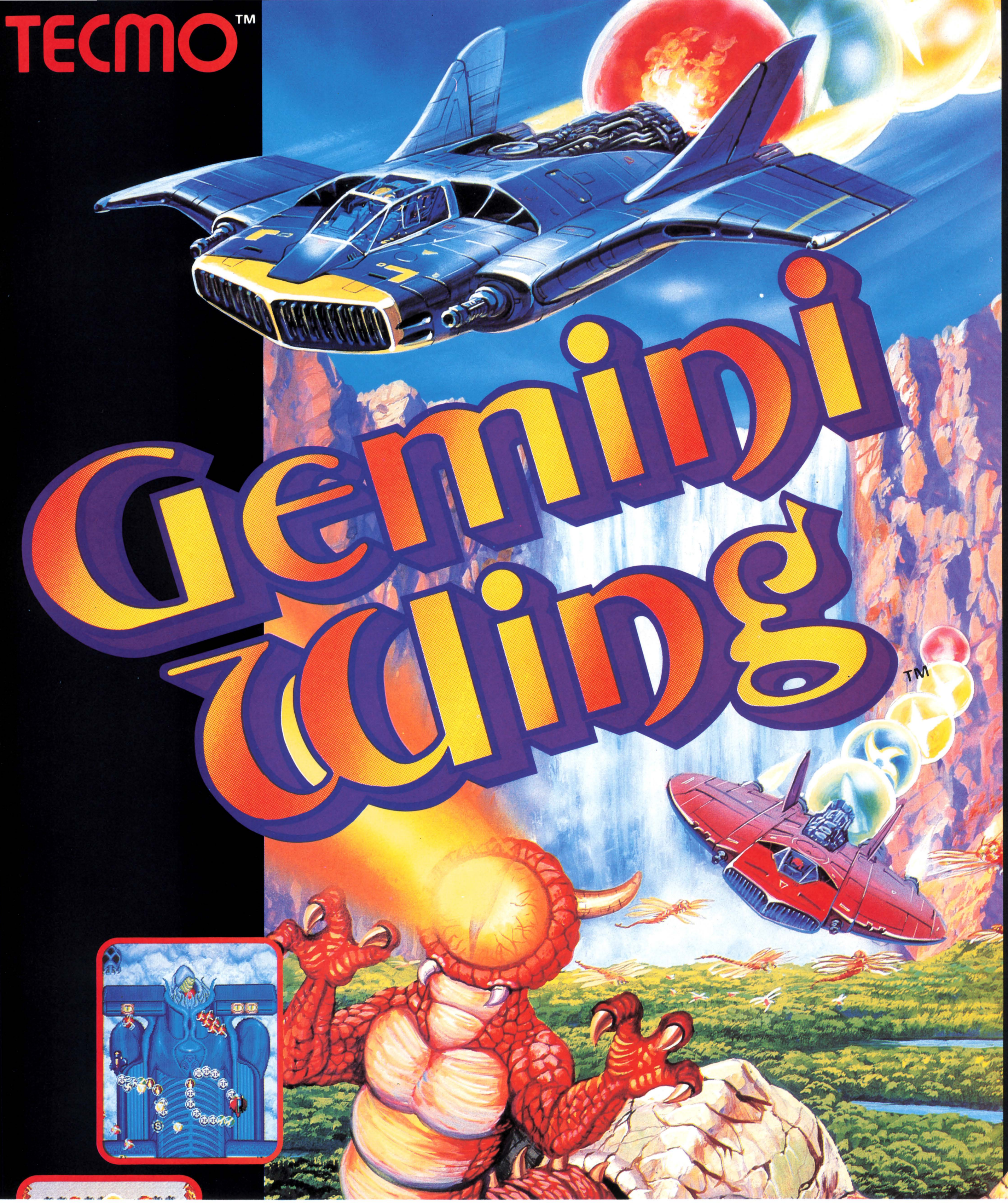
So where does all of this leave us? In disarray, in short. One has grounds for feeling sympathetic towards the manufacturers, the distributors, *and* the operators. As usual, it is not a clear cut black-and-white situation. Certainly, the Japanese originators could assist the situation by pre-releasing new games in the U.S. market prior to their launch in Japan, but one cannot dump the entire responsibility and the demand to solve the problem on the shoulders of the Japanese manufacturers.

A direct parallel (if one might use the term in its other sense) with the U.K. press's dilemma over advertising parallel board prices can be drawn here. Just as we were somewhat relieved that the Office of Fair Trading was brought in to "chastise us," perhaps it is to be left to the American courts to perform a similar act of clemency for the entire U.S. coin machine business and decide once and for all whether a parallel is illegal.

Until then an element of chaos is bound to remain and with it an air of bitter recrimination between individuals and companies and between entire slices of the industry.

It is a pity you don't have an Office of Fair Trading--or, at the risk of being accused of mischievousness, couldn't the entire issue be tested under the anti-trust regulations?

[Editors Note: David Snook is the Editor of Coin Slot, the British coin machine weekly which circulates throughout Europe. He is Editor-in-Chief of the World's Fair Ltd., a group which comprises three weeklies and a bi-monthly on the amusement parks business. David joined the group 21 years ago after eight years with provincial evening newspapers. He is well-known in the international coin machine market place and is regarded as a specialist on most aspects of coin machines. David has written articles for Play Meter for many years and covers the foreign trade shows for us. David called one day seeming rather perplexed at the situation on parallel imports and I assured him he is not alone. His offer to tell what has been going on in England was welcomed. It's a relief to know that what we are going through is not unique.--V.C.]



Tecmo's new
2-player vertical
conversion kit
featuring:

- *excellent 3-D graphics*
- *buy-in system*
- *continuation system*

EARN
$200-250
PER WEEK!

TECMO, INC.

Victoria Business Park
18005 S. Adria Maru Lane
Carson, CA 90746
(213) 329-5880

TOLL-FREE
1-800-338-0336
FAX: 213-329-6134

Secret Service Makes Debut

Data East invited its distributors to Chicago in January for the grand preview of its newest equipment. Very seldom have distributors been as excited as they were over the new pinball, *Secret Service*. "We are players who have put our dreams into reality," Jeff Walker said of the new pin. Designer Joe Kaminkow added, "This game is more than a game, it's an event."

But the gigantic smiles on the faces of the Data East staff were nothing compared to the enthusiasm of the distributors. "It's great to be fired up again," said Ray Hibarger of Hanson Distributing. "I really didn't think Data East would be able to make something better than *Laser War* but I take it all back. *Laser War* was the best pin until this." (Ray, in fact, bet Bob Lloyd $20 that Data East couldn't top *Laser War* and delightedly paid up when he saw *Secret Service!*)

Data East said that samples would be out in mid-February and shipping would begin in March.

The two videos Data East introduced were *Vigilante* which will be offered in dedicated and kit form and *Oscar*, a horizontal kit. Data East emphasized that both games will be aggressively priced. *Vigilante* features a street fighting theme which has the vigilante fighting various thugs with his nanchucks to save his true love. In *Oscar*, a space cop fights off machine-like creatures who are trying to overthrow the planet. Get over to Data East's booth at ACME to see all its new products.

Bev and Rich Babich of Colorado Game Exchange enjoying a cocktail before dinner.

Peach State's Gray Stowers (r) chats with Gary Gouse of Birmingham Vending.

An enthusiastic group of distributors looking at the new product (or waving at the camera!)

Rich Babich (Colorado Game Exchange) plays *Vigilante*.

Data East's Gary Stern (l) and Bob Lloyd were overwhelmed at the enthusiasm for *Secret Service*.

Jim Roberts (Gaslight Club and James Industries), Lauran Bromley (Data East), John Blouin (James Industries), and Ray Hibarger.

Distributors gather around as Joe Kaminkow explains the features of *Secret Service.*

Hoddy Franz (l) of H.A. Franz Co. and Fred Skor of World Wide talk about the new games.

"Well, I really liked it," explains Kentucky Coin's Jay Waldman to (from left) Mike Wilkenson, State Music; Lester Godwin, Godwin Distributing; and Peter Betti, Betson/Pacific.

Data East's Steve Walton demonstrates the game as distributors anxiously await their turns to play.

Make a Profitable Call Today.

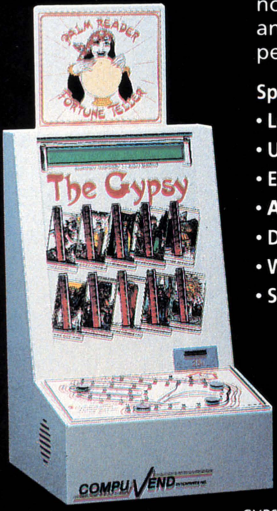
Your profit opportunity is ready to perform.

Mayoni's electronic games are profitable, and your phone can get you immediate information on high profit/low overhead vending. Call now while the opportunities and our staff of vending experts are ready.

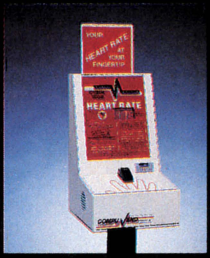
Special Features:

- Low investment/high return
- Unlimited location possibilities
- Easily portable
- **All cash business**
- Durable steel construction
- Wide selection of games
- State of the art electronics

1 (800) 345-1183
In Calif. (818) 899-2488
Mayoni Enterprises
10340 Glenoaks Blvd.
Pacoima, Ca. 91331



GYPSY



HEART RATE

PHYSICAL FITNESS

SEX REACTOR

LOVE METER

PERSONALITY ANALYZER

BIORHYTHM

ASTRO RHYTHM

STRESS

MEMORY

CES Showcases Home Market Software

by Steve Harris

The home video game industry has experienced a rebirth and it was apparent at the recent winter Consumer Electronic Show (CES) in Las Vegas. Not since the first home system debuted over a decade ago has there been as much demand for new high-tech home software. Starting with Nintendo in 1985, followed by Sega, then new third generation machines from Atari, home systems are off and running again.

Over 103,000 attendees gathered for the winter CES and canvassed 760,000 square feet of space devoted to home electronic products. All the big names were there with the exception of Atari, which announced that it would exhibit at the toy fair instead of the CES.

The winter CES provided the first glimpse of upcoming goods destined for spring. Some were in early prototype form and have a long way to go before they reach store shelves.

Notable was INTV Corp., makers of Intellivision products. Once a premier gaming machine, it unfortunately didn't have the support and variety of

Nintendo
Nintendo
Nintendo
tendo
Nintendo
Nintendo
BAN DAI
KONAMI
SAMSUNG

Nintendo and its licensees occupied over 15,000 square feet of exhibit space at the winter Consumer Electronics Show.

arcade-style games that today's competition enjoys. But now it does. Translations of popular coin-op titles were highlighted as well as original entries that showed an equal level of creativity and appeal. Games available for the INTV include *Pole Position, Pac Man, Commando,* and *Dig Dug* as well as computer classics *Karateka* and *Flight Simulator.* INTV unveiled plans for no less than nine new sports titles as diversified as *Monster Trucks.*

Whether or not a great number of new Intellivision systems will sell remains to be seen, but with a base of over 2,000,000 units in place, the market for quality game carts is obvious.

Sega, under new guidance from toy giant Tonka, reaffirmed their commitment to the Master System by introducing two new packages and the *AfterBurner* home video game. Two full-sized *AfterBurner* simulators flanked the booth and drew many spectators. Sega's home rendition of this aerial warfare classic captures all the excitement and good looks that made the game so popular with coin-op fans.

Sega introduced a new line of carts that take advantage of its three-dimensional games. Requiring Sega Scope liquid crystal 3-D glasses, the new series includes 3-D versions of *Space Harrier* and *Zaxxon* as well as original projects like *Maze Hunter 3-D* and *Blade Eagle 3-D.*

Sega's version of *Monopoly* deserves mention. Slightly complicated to set up, it can be a one-player or multi-player game. Also look for sequels to *Wonder Boy* (*Super Wonder Boy in Monster Land*), the classic *Alex Kidd* (*Alex Kidd and the Lost Stars*) and two sequels to *Fantasy Zone* (*Fantasy Zone II: The Tears of Opa Opa* and *Fantasy Zone: The Maze*). In total, Sega had over 20 games displayed.

The clearest indication that video games have made a solid return came from Nintendo. Nintendo and its 22 licensees occupied more than 15,000 square feet of space filled with NES compatible games and game products. The main focus was *Legend of Zelda II: The Adventures of Link*, sequel to the popular original; followed by *R.C. Racing*, an unusual driving game; and *Dragon Warrior*, a role-playing game that delivers dialogue and lets players respond.

Three-dimensional games were ushered in by Nintendo and New York-based Acclaim Entertainment last year. Now we may witness introduction of true 3-D games for Nintendo, taking NES to new limits.

Konami, largest supplier of NES compatible software, introduced *Jackel* and *Contra.* Konami announced a new company, Ultra Software, a wholly owned subsidiary of Konami, that will market both home and computer games beginning with *Contra* this spring.

Sunsoft, the home video game division of Sun Corp., introduced *Freedom Force*, a game employing a light zapper, and *Xenophobe* in a two-player version. The company also plans a video game version of a recent Oscar-winning war movie.

Tradewest exhibited for the first time at CES with its number one draw, *Double Dragon.* Tradewest announced future carts for *Super Dodge Ball*, and a football game endorsed by John Elway titled *John Elway's Quarterback*, which closely resembles the arcade *Quarterback.*

The presence of Atari Games was felt in the form of a new company, Tengen, that displayed nice versions of *Gauntlet* and *RBI Baseball.* GameTek found a receptive audience for its game show videos, *Wheel of Fortune* and *Jeopardy.* Vic Tokai brought a selection of titles from Japan such as *Terra Cresta*, virtually duplicated on the NES.

Other notes from the Nintendo booth: Taito showed a preview copy of *Bubble Bobble* that retained all the action and movement from the coin-op sleeper hit...Acclaim ran a tape showing scenes from a video game version of Rambo for NES...Tecmo unveiled plans for football and baseball games later in the year...Nintendo is producing a new 360 degree rotational pad controller and book with reviews of most of the carts with helpful tips and strategies.

Other companies among CES exhibitors were Accolade, ActionSoft, and Cinemaware.

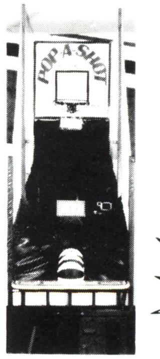
In future, look for games using licensed titles like *The Hunt for Red October* and more arcade-oriented products for the Amiga and Atari ST. Data East, Capcom, and Konami have all pledged to continue to produce high-action computer translations of their popular coin-ops with names like *Trojan, Gunsmoke, Karnov, Kid Niki,* and *Gradius.*

It's unlikely that gamers will reach a state of high-tech boredom from all the available product. Nintendo maintains strict control over its licensees and limits each to five titles annually, meaning only those games with highest consumer appeal will be released.

Despite newfound marketing, the Sega system has lost many of the best arcade titles to the NES because of lack of third-party support. New and varied arcade themes are what players seek. Sega needs to evaluate its present philosophies and possibly give outside sources the same chance to produce quality home renditions of popular arcade games.

If the winter CES is any indication of where this second generation of home video stands, then 1988 will be a very good year.

POP-A-SHOT®
IS THE NAME
BASKETBALL
IS OUR GAME
★ *THE PROVEN WINNER* ★



- ★ National Leasing Program
- ★ No Cost to Site Owner
- ★ Call us for your State Exclusive Distributors Phone Number

SCORING
Where It Counts
At The Bank

- ★ WE ARE THE **WINNERS**
- ★ THE ORIGINAL COIN-OP *"Beat-The-Clock"* BASKETBALL GAME
- ★ STEEL CONSTRUCTION-SOLID STATE ELECTRONICS

IT'S EXCITING
IT'S ADDICTIVE
IT'S PROFITABLE

POP-A-SHOT, Inc.
P.O. Box 1073 Salina, KS 67402
1-913-827-6229
Basketball Excitement For All Ages!

THE ULTIMATE VENDING MACHINE

by Everett A. Rockwood

The earliest known machine that exchanged accepted coin for something of value was used by the Greeks in their religious temples close to three thousand years ago. Coins were dropped into a slot at the top of a large jug-shaped dispenser. The coins activated a plunger (much like the modern toilet-tank mechanism) that dispensed a measured amount of holy water for the worshiper to anoint himself.

Video games that proliferate our shopping malls, convenience stores, and game parlors are mere reflections of the pure joy of hearing the distinctive sound of coins falling into the payout trays of mechanical slot machines.

These clinking gaming mainstays may be overwhelmed by the onslaught of the video explosion, but slot machines have not retired. They are alive and well. Squires and Currie Slot Machines of California is one company rebuilding and selling them world-wide.

The company is located in a narrow fronted, deep building, tucked on a side street in San Mateo, Calif. Inside we found a maze of little rooms, each equipped for a specific phase of slot machine rebuilding.

Steve Squires, the owner of the company is a man of elf-like grins and a penchant for collecting old toys.

We met with Steve in his office, cluttered with a jumble of slot machines, magazines, business papers, computer printouts, and some unique old toys scattered everywhere.

Would you give us some background on your business?

I moved to California twelve years ago from the southeastern U.S. The laws in California are such that the business can grow and prosper without hassle from the law.

How many slot machines do you own?

(Chuckling) In parts bins around here and over at the warehouse, quite a few thousand. I also have a couple hundred specialty machines plus non-coin token machines on top of that. The total fluctuates constantly because I am always buying and selling the products.

The Squires and Currie showroom literally overflows with many different types of mechanical slot machines dating from the late 1800's to the mid 1950's.

What about customers who purchase machines for private use? Aren't they--and you--at risk legally?

Machines that were built prior to 1954 are considered collectors' items in California and many other states. Collectors and other operators can legally own and in some cases operate the machines. Anyway, I am in the business of sales, repair and refurbishment. The buyer has his own responsibility for local and state laws.

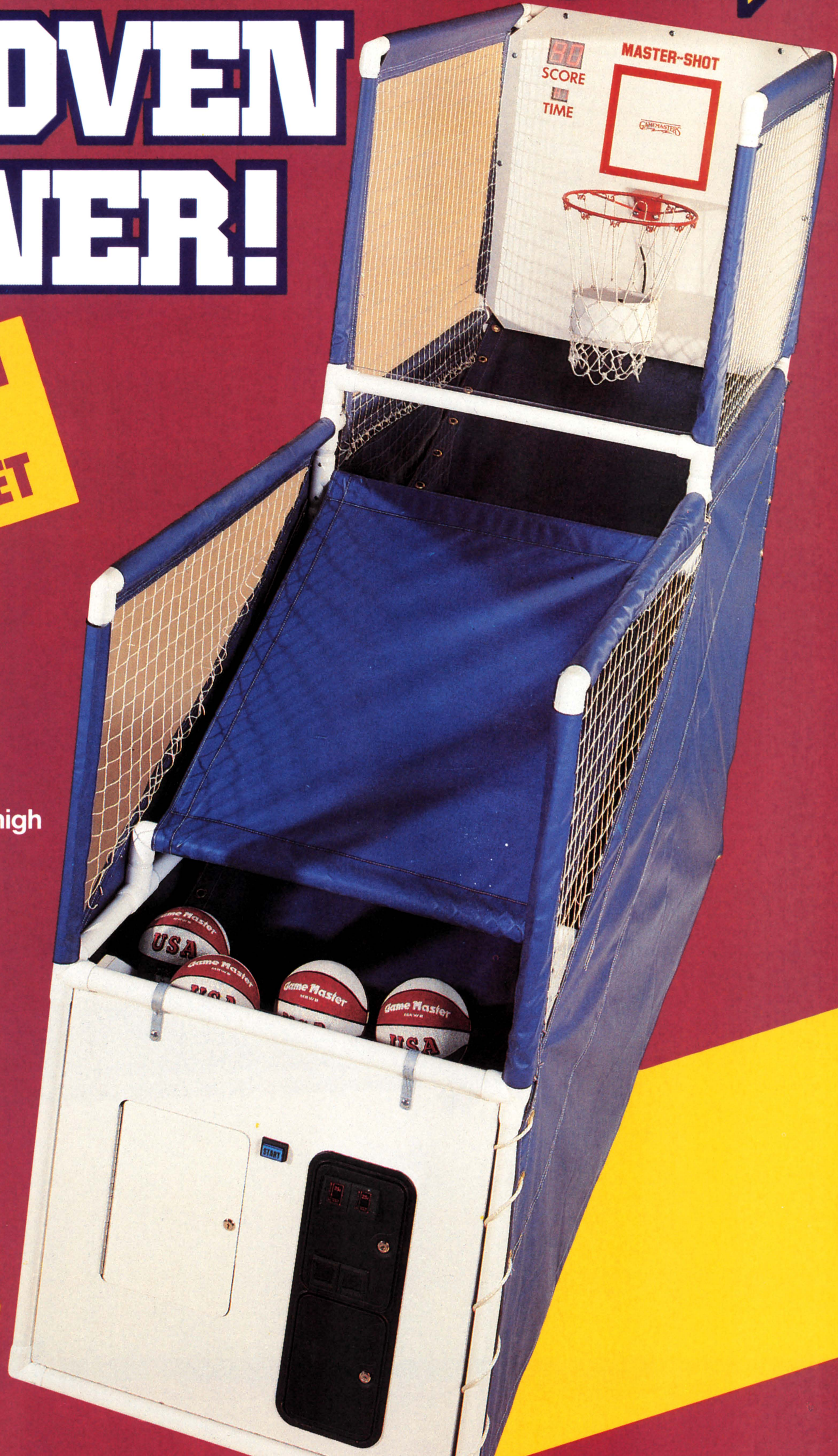
Can you give us some idea as to the type of business you do internationally?

There are a number of places in the world that do not have compatible power for electronic machines. Therefore, casino operators in Africa and even parts of Europe operate mechanical machines.

What about the future of your business in light of all of the electronically controlled machines that dominate today's market?

This business is like all others in the sense that it must evolve and change with the times. The growth of electronic machines in casinos has caused the market we serve to expand and mature also. My business is seeing a steady growth in the repair of electronic machines.

MASTERSHOT, A PROVEN WINNER!


SCORE
TIME
MASTER-SHOT
GAMEMASTERS
Game Master
USA
START

SCORE BIG WITH THE BEST BUY ON THE MARKET

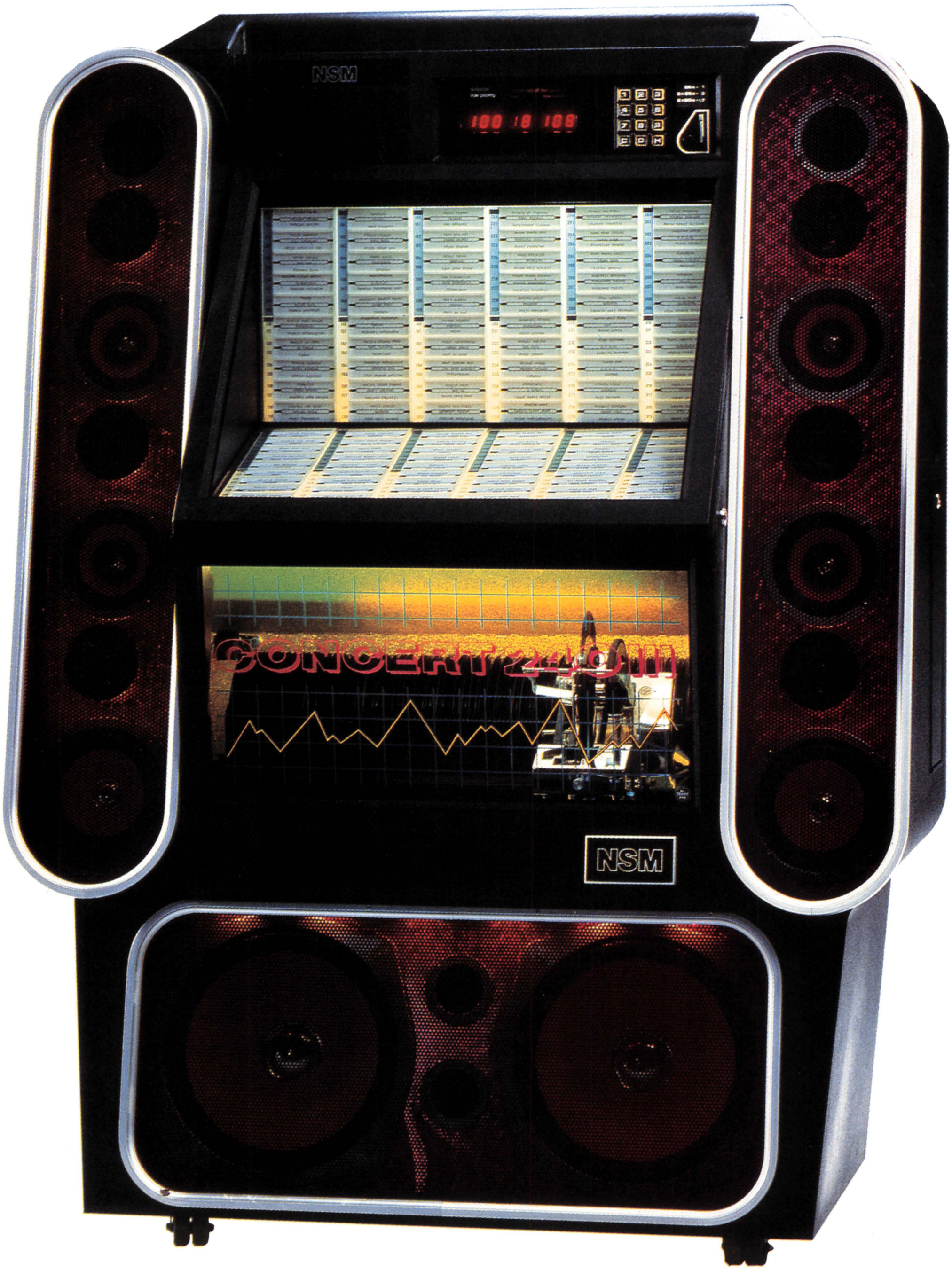
Sturdy construction
Easy to assemble
Only 8' long x 36" wide x 8' high
Free game point setting
Adjustable playing time
High score display
Music enhancement
Spotlight control for dark
locations
Optional dollar bill acceptor
and/or ticket dispenser
For bars or restaurants
Women & children can play

GAMEMASTERS

GAMEMASTERS, INC.
5555 Oakbrook Parkway
Suite 240
Norcross, GA 30093
404-662-5666

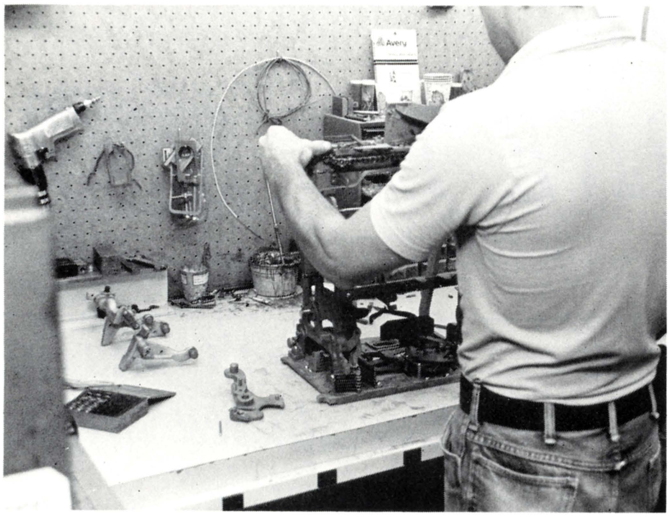
CONCERT 240 III

The Phonograph that Gives you More


NSM
CONCERT 240 III
NSM

NSM-LIONS
MUSIC
Certainly a sound investment.

LOEWEN-AMERICA, INC.
(312) 992-2280   Telex: 20-6744



Cases are meticulously painted by a craftsman who matches the colors exactly with the original paint.

Other than the circa 1954 ban on private ownership of slot machines, what about the supply of mechanical equipment?

Extremely limited. Fortunately, I have a large warehouse full of parts for most mechanical machines. There are some interchangeable parts, fortunately. However more and more parts have to be from other machines or cast from scratch. There are machines that end up in some junkyard which tends to limit the market.

Isn't there a limited number of these machines in the world.

The mechanical type of machine I repair and sell is not being manufactured any more. Unfortunately, neither are the parts. On one hand this makes a market for the collector and a nice hedge against inflation. On the other hand, these mechanical wonders have to be repaired--like any machine. I have both the parts and trained staff to repair any and all slot machines that come through my door.

Do you see any growth in the private ownership of machines?

That's hard to answer. Our customers are more likely to be private collectors looking for equipment that is mechanically the same as it was when it was built. Operators of legal machines in private clubs and charities that derive income from the machines naturally want legal tender coin acceptors. We don't anticipate much future business in the token accepting machines, with the exception of machines that are used in recreational play much like in our rental business.

Would you elaborate on the rental business that you mentioned?

Many charities in the Bay Area raise money by sponsoring casino nights. Token slot machines are the ideal way to provide playing activity and fun for the event within the legal confines of state and local laws. Players purchase tokens that are a different size and shape than any legal tender. The slot acceptors are modified to accept only these tokens. The incentive to play is donated prizes given to the highest winners at the end of the evening. When players are pulling the handle for a trip to Hawaii there is a lot of action. The token machines are also being rented for functions like Grand Opening Sales and private parties.

Your employees seem very busy.

We repair machines from all over the country. We also sell parts and buy and refurbish machines. The business needs the professional mechanics that work here. We also have the best tools and tooling that enables us to refurbish any slot machine that comes in.

What about the fun side of the business?

Probably the Callie *Superior Nude* of 1925 is the best example of the fun side. After we completely refurbished and rebuilt the machine, Sidney Mobell, the internationally renowned jewelry designer, encrusted the machine with gold, sapphires, rubies, diamonds, and emeralds. In addition the machine is adorned with 200 gold plated nickels. The machine was billed as a real million dollar slot.

Expensive toys!

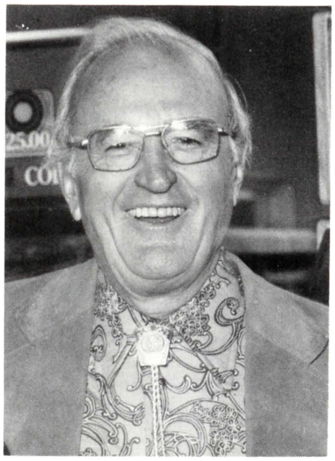
The people that come into the shop aren't on welfare or the yuppie rich. I had a minister tell me that he had spent most of his adult life preaching against the sins of gambling, yet he bought a machine because of his fascination with the mechanics of the slots. They can become addictive.

Is there anything you would like to add?

Only that I hope that operators and other slots users from the southeastern states remember Steve Squires. I'm sure that some of your readers are old acquaintances of mine and I'd like to say "Hello."

DREWRYS ALE

The machines are completely disassembled by a skilled machinist; then rebuilt to the original drawing specifications. New parts from the extensive inventory replace any that are worn. Exact print castings and machinings are made for parts when necessary.



Si Redd

LONG LIVE THE KING!

by Louis Boasberg

> *"There are those that don't like to be reminded that they started life at the bottom. Not Si, though."*

[Louis Boasberg has been a friend of Si Redd's for more years than most of us have even been around. Louis felt that since ACME is being held in Si's home state of Nevada, he would like to write a story on him. Louis points out that the article is written in jest and meant to be a fun profile but, he says, "Let's not forget that because of his good deeds, unlike the proverbial prophet, Si Redd is with honor not only in his own country but in his own state and in any city, town, or place where he set foot."]

Since the ACME '88 Exposition is being held in Reno, it is appropriate and almost mandatory that we write an article about the life and times of one of Reno and Nevada's leading citizens. None other than, W.S. "Si" Redd, the "Slot Machine King."

To begin my story, I must say that Si was not always a king. In fact, his was a very humble beginning. There are those that don't like to be reminded that they started life at the very bottom. Not Si, though. Being an honest, real person, he makes no pretense and does not deny that he was raised in a sharecropper's cabin, was very poor, in his youth seldom wore shoes, and knew all there was to know about milking a cow and working a plow.

Si was born and spent his boyhood in Philadelphia; not the one in Pennsylvania, but Philadelphia, Mississippi. If you are interested in the population of Philadelphia, it had about as many people as Lynchburg, Tennessee, home of Jack Daniels--361 more or less. Anyway, we do know that our hero was poor and had a tough early life. How much education Si has had is a real mystery. He claims he attended Ole Miss. However, I think what Si really means is that he attended an Ole Miss football game at Oxford! If the real truth was known, Si was probably a kindergarten drop-out! I don't want to be mean but Si's lovely wife Marilyn claims that his only exposure to culture was when they were in Paris and drove by the Louvre in a taxi cab!

I have no idea how Si started in the coin machine business; he probably stumbled into it like this writer did--in the middle of the worst depression known to man. After operating various and many kinds of games in Mississippi for a number of years, Si migrated to Massachusetts.

Perhaps, someday in his memoirs he will tell us how he got to Massachusetts and what prompted the move. I would venture to guess he got there by the underground railroad which was used during Civil War days to get slaves out of the south! I do know that Si left Mississippi in a hurry. Either a few miles ahead of a posse, the Klan, or just ahead of an irate father carrying a shotgun and trying to get Si to the altar to marry his daughter. These are all legends and old wives tales. But I do know for sure that an operator came to our office many years ago and swears he saw a tattered and well-worn copy of a wanted picture of Si Redd in a Biloxi post office!

Si Redd's adventures in Boston and other New England spots are unimportant. He assumed a "Harvard" accent and became a large distributor for Seeburg and other manufacturers. His full page ads in Billboard Magazine back in the 30's are still famous. I first got to know Si when he became the third member of the "football triumvirate" composed of Boasberg, (Bill) O'Donnell, & Redd which exists even to this day in spite of much adversity and many losing bets. (Another well known citizen of Nevada, Barney Shapiro, became a fourth member this year much to his sorrow and regret.)

I certainly know how Si got from New England to Nevada. One day Bill O'Donnell and I were talking football or pinball or both, and Bill said he needed someone to take charge of the Reno Bally distributing office. Knowing Si had come upon hard times in Massachusetts and was running out of football betting money, I told Bill I thought Si would make an excellent manager. Bill said that wasn't a bad idea and it wasn't too long afterwards that he called Si and said, "Go West Young Man!"

There was no doubt that Si was ready for Nevada but was Nevada ready for Si? This state that has survived the James Boys, The Dalton Gang, the Younger Brothers, Doc Holiday, Neiman & Marcus, and other Texas outlaws, had never seen the likes of Si Redd. So Si took over Reno with a "bang" and pretty soon all of Northern Nevada succumbed to Si's charm, personality, super-aggressiveness, and his idea that no deal was too large or too small to make. In a short time, all of Northern Nevada was covered with Bally equipment.

When Si first arrived at the Bally distributorship he fell heir to a monster slot machine called "Big Bertha." And you better believe that the Big Bertha really got big after Si took over. It wasn't too long before Si, like Alexander the Great, was looking for new worlds to conquer so he took out after Las Vegas and all points south, east and west. Si soon was crowned the Slot Machine King and King he was! While he was head of Bally in Nevada, Bally became the number one in slot machine sales with no one a close second. There was nothing but Bally slots as far as the eye could see. But there came a day when Si said he had done enough for Bally so he sold out lock, stock, and barrel and built his own factory in Reno. The rest is history!

Si Redd's Company, IGT made poker slot machines famous from West to East. No one thought that any machine could rival the regular one-arm-bandit slot machine but Si proved them wrong as his poker machine grew in popularity. But Si is never satisfied to be second best and today even Si's competitors reluctantly admit that in addition to the poker machines he has the best slot machines on the market.

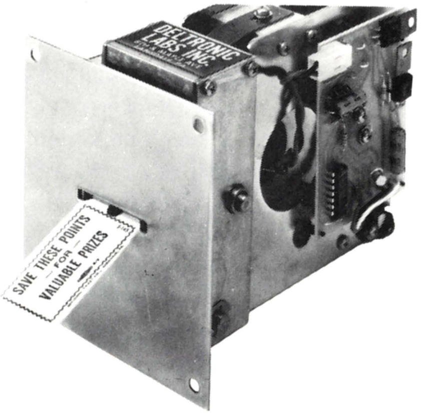
Last year, Si decided to retire and made some kind of stock deal selling his company. So now instead of working 15 hours a day, he now only works 14 hours and 45 minutes! If you say that Si is prosperous, you are right. He has homes in Reno, Vegas, and San Diego although the comforts of home mean so little to Si. What means everything to him are his business, his friends, and football. If there ever was a person who never ages and who never stops that person is Si Redd. He is blessed with a wonderful wife Marilyn "Monroe" Redd, a super secretary "Miss" Barbara Rich, hundreds of devoted employees and thousands and thousands of friends in every nook and corner of the world.

So again we ask, what makes Si run?!? Only the man upstairs can answer this question! And while all of us elders have slowed to a walk, Si continues to run and will continue to do so for many years, I assure you!

Even though Si has never been honored as ACME's Coin Machine Man of the Year, one thing is for sure, Si has been praised in the press, in speeches, and at testimonial banquets for his contribution to education, charities, and to the entire state of Nevada.

I am sure you will run into Si Redd in Reno at the ACME Show, and if you know him go up and shake his hand and tell him hello. And if you don't know him, shake his hand anyway and tell him you know him through this article. And I can tell you one thing, everyone knows Si Redd even if they haven't been introduced. He is a character like no other that ever lived. When and if Si ever passes from this life and is buried in Nevada, he will have inscribed on his tombstone the same words that are inscribed on the tombstone of W.C. Fields. "I would rather be here than in Philadelphia!"

THE TICKET DISPENSER
—WITH EXPERIENCE



DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

DELTRONIC LABS, INC.
Eight & Maple Avenue • Lansdale, PA 19446
215/362-9112 • Telex 317054

Billiard Cloth

Mali
&
FORSTMANN®

Available through distributors

All Grades and Colors,

ORDER DEPT:
TOLL FREE – 800-223-6468
NEW YORK – 212-475-4960

The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

Your Own Newsletter Can SELL for you!

by Denton Harris

Are you missing an excellent and economical way to make your business grow? You can create a valuable business sales tool by starting your very own **NEWSLETTER**.

Other than face-to-face selling, a first rate newsletter can be your most productive sales tool. It will be an effective way to tell your present customers and prospects about you, other people in your firm, your entire operation, and everything you have to offer.

Newsletters have stood the test of time, the first dating back to 1546. A newsletter was the forerunner of newspapers. The Boston Newsletter, published in 1704, has been described as America's first newspaper. As newspapers, magazines, radio, and television flourished, newsletters didn't fade away. They became specialized publications, going to a selected group of people and giving them news and detailed information on items and services not available in the mass media.

A newsletter can be a valuable and profitable way for you to get more customers, build your business, and increase profits and goodwill!

Six basic steps are required in preparing, publishing, and mailing a good newsletter.

SIZE: Initially, and until you feel a much larger and more elaborate newsletter is needed, yours should be published in an 8 1/2 x 11-inch size, the same as your business letterhead. This will be the most accepted size for your readers and is more likely to be kept, maybe even filed, than other sizes. You can print on one or both sides, folding it to fit into a No.10 (business) envelope. Or you can fold this size twice (into three panels) and leave room on the third panel for addressing the newsletter and making it a self-mailer. This will save the cost of an envelope, but it will also cut down on the readership. Studies have shown that newsletters folded and mailed in a regular envelope get more attention.

Should your publication's contents require more than a single sheet printed on both sides, you can go to two, three, or more pages. Unless you have a large mailing list, you will probably be better off continuing the use of single sheets, numbering them, collating them, and folding them to fit into an envelope. Perhaps, as your newsletter grows in popularity, you may want to increase to an 11 x 17-inch size, which will fold into an 8 1/2 x 11-inch size. The reason for recommending the 8 1/2 x 11-inch size to start is that any letter shop can produce this for you very quickly and economically, or you may have a copier and do it yourself. When you jump to an 11 x 17-inch size, this means a larger press and more costs.

CONTENTS & STYLE: A cardinal rule in all writing that gets results is to realize that writing is really talking on paper. What do you want to tell your audience (customers and prospects) about you, your business, your services; what is new, exciting, interesting? If you were talking face-to-face, what would you say to grab their attention? Do you have a special offer, something extra you can offer, any news that will benefit your readers? You can use your newsletter to give this information and dozens of other tid-bits that will whet their appetite to know more and make them want to come visit you.

Remember, in writing your newsletter every word is important. Each item must be concise, dramatic, to the point. Have you read the Kiplinger Newsletter? This is the granddaddy of all modern newsletters. Also, look at some of the news and financial magazines that have newsletters in each issue. You would be smart to study these (as well as every other newsletter you can find). Copy their style, using the best points that fit your business.

If you plan on publishing your newsletter on a monthly basis, start a file for contents. Cut out news items, save

ON THE EDGE OF A DARK EMPIRE, YOU EMBARK ON A MISSION NO ONE HAS YET SURVIVED.

WILL YOU?

R-TYPE™ *

A DAZZLING AND DEADLY GAME OF COSMIC ENCOUNTER.

The final showdown has begun! At the controls of your powerful R-9 interstellar craft, you maneuver into enemy territory—the monstrous Bydo Empire.

Your mission: to destroy the evil forces who have held the cosmos in fear and relentless suffering.

It's a fight to the death against an uncommon cadre of space oddities—gigantic slithering serpents, whirling space bugs and fantastic galactic warships—all bombarding your lone craft amid an exotic cosmic landscape.

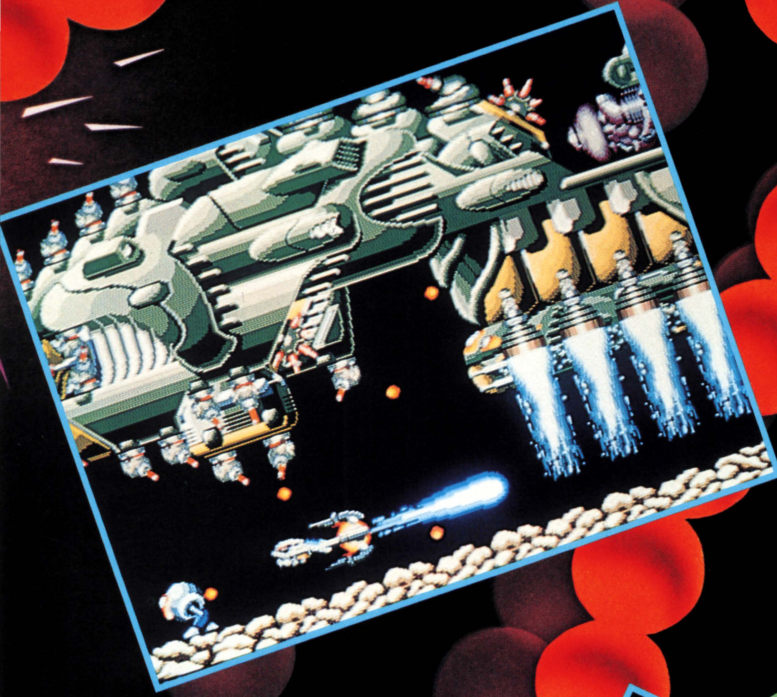
Armed with the latest R-Type lasers, you possess spectacular fighting power. But your enemies are ruthless in their attack. To survive, you'll need to seek out the power crystals that give you added weapons strength and protection.

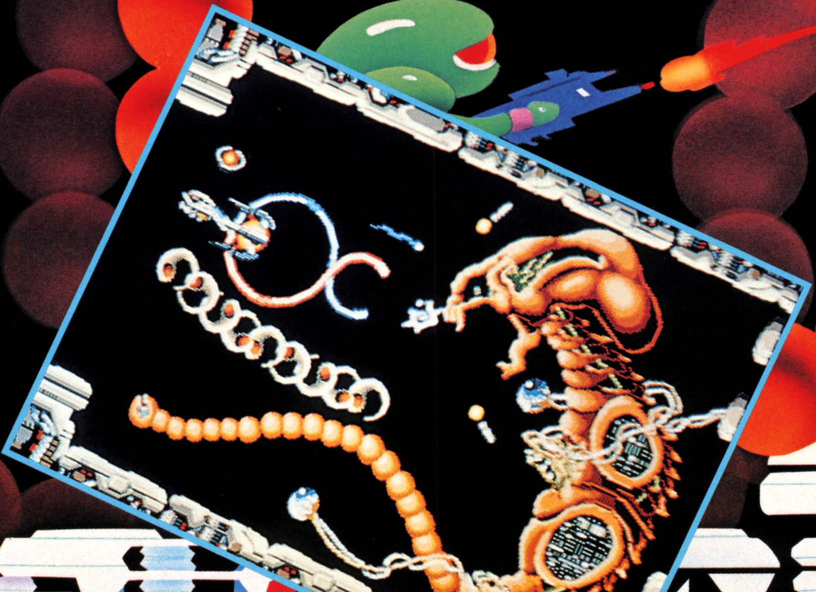
Can you endure the onslaught? Are you a mighty-enough warrior to survive eight stages of battle to face the final confrontation and win?

The fate of the cosmos is in your hands.

R-TYPE—the outrageous game of cosmic encounter that has the entire galaxy talking.

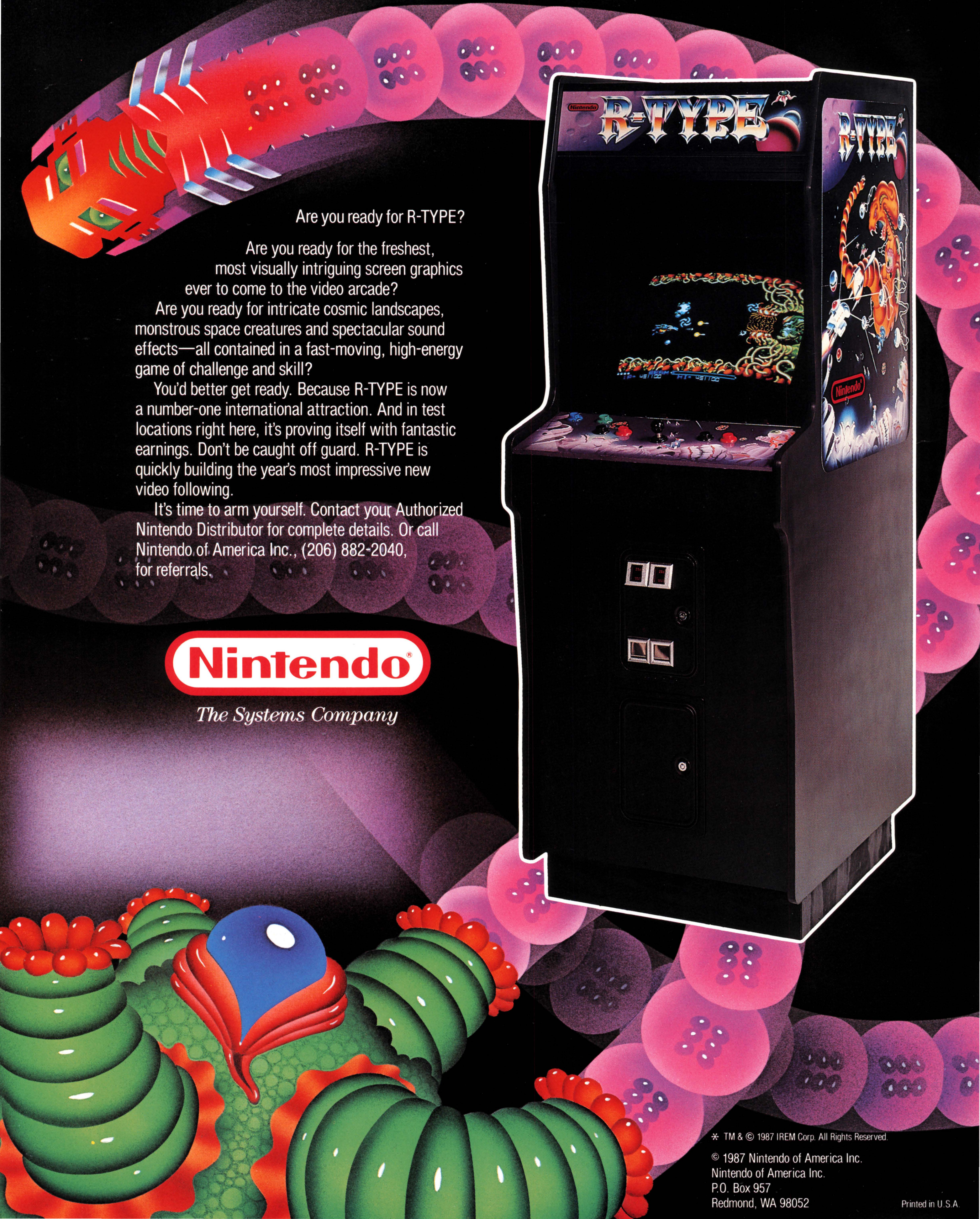
New from Nintendo.®





©87 Stephen

ARM YOURSELF.



Are you ready for R-TYPE?

Are you ready for the freshest, most visually intriguing screen graphics ever to come to the video arcade?

Are you ready for intricate cosmic landscapes, monstrous space creatures and spectacular sound effects—all contained in a fast-moving, high-energy game of challenge and skill?

You'd better get ready. Because R-TYPE is now a number-one international attraction. And in test locations right here, it's proving itself with fantastic earnings. Don't be caught off guard. R-TYPE is quickly building the year's most impressive new video following.

It's time to arm yourself. Contact your Authorized Nintendo Distributor for complete details. Or call Nintendo of America Inc., (206) 882-2040, for referrals.

Nintendo®

The Systems Company

* TM & © 1987 IREM Corp. All Rights Reserved.

© 1987 Nintendo of America Inc.

Nintendo of America Inc.
P.O. Box 957
Redmond, WA 98052

Printed in U.S.A.

mailings, keep your eyes open for anything you feel will be interesting in your newsletter. This won't be easy at first but after a few issues, it will become a pleasant task and will be almost automatic. Check your mail each day for information from the people you do business with. You'll be surprised at how much timely material you will find that you can use in your newsletter. Soon you'll have so much, you'll wonder where you can use all of it! Then the problem will be how to pull out the best. That is why you must adapt a distinct style, using just the guts of each item.

GRAPHICS: Your newsletter must be attractive and professional. Don't attempt to cut corners in designing a logo, or heading as some people call it. Get together with a good artist. Have the artist rough out several suggestions. Show these to your employees and maybe to some of your customers. Also to other people you know who have experience in this type of publishing. Select the best, or even ask for more examples, and then use this as the heading for each newsletter. You may want to print that heading in color (blue, green, brown, or some other). If you do print in color, have your printer run off at least enough for six issues of your newsletter. The printer will keep these in stock and run your newsletter each issue with this color head. If you print the entire newsletter in one color, of course, you don't need to run heads in advance.

Initially, you probably won't use photographs. This gets into extra expense and production time. However, you may run across line drawings, such as cartoons and other black and white items, including graphs, charts, etc. You can produce these in your newsletter without extra expense, except they may have to be scaled down to fit your format.

Just remember, whatever you can put on an 8 1/2 x 11-inch size sheet of paper (or 11 x 14) can be reproduced in your newsletter. You might want to underline important points as you will note in many newsletters such as Kiplinger's, U.S. News & World Report, etc. Or you can draw lines around an item in your newsletter, giving it a box effect.

Even if you don't know how often you will publish, be sure to show underneath the head of each issue the date and number. Example: if you publish in January as your first issue, show it as Vol. 1, No. 1....January (and the year). Once you determine how often you will publish, then you can show on the masthead (at the top of the first page) your frequency of publication. Or you may want to show it at the end of your newsletter. Example: if you publish every month, print Published Monthly.

BUILDING A MAILING LIST: Direct mail, no matter how wonderful and perfect it is, won't get results unless you have a good list of prospects to mail it to. You can build a list many ways: from your present customers, from telephone or street directories; also from club, church, and civic groups. You can also buy mailing lists from various companies that specialize in list compilation. There is really no end to the possibilities for getting names. Your real problem will be selecting the best names from the best lists. Keep each name and address in a master file so you can check easily to avoid duplications.

Since your mailing list will usually run 1,000 to 5,000 names, you probably will want to use the self-adhesive address labels for plain paper copiers or for your computer. You will also want to keep your list "clean." Studies show that over 25 percent of the names on most lists will change each year. If you mail at least bi-monthly and request address corrections, your list will be kept up to date. First class mail should be forwarded, but this is not always true. If you mail bulk mail, it will not be forwarded. Look under the category How to Mail (listed below) to solve this problem.

The best names to put on your mailing list will be those who are your present customers, prospects, and those you know are customers of your competition. The second best will be those you know are entering your field and ready to buy or at least planning to in the near future. Start building a list from these groups and let it grow from other sources. You'll be surprised, and pleased, when you go through your records--customer accounts, correspondence, etc.--and discover how many you can put on your newsletter mailing list immediately. As time passes, you'll grow accustomed to jotting down other names and placing them on the list.

HOW TO GET RESULTS: Your newsletter will be only as profitable as the results it gets. Some say a newsletter is published to build goodwill. Don't accept that! It should get RESULTS! That is the only reason for going to this expense. It must pay for itself and bring extra sales and profits.

In each newsletter issue, always make one or more special offers. Do something in print to bring people into your business, or call for more information, or request something by mail. You can generate interest by announcing a new item or service. But you need more. A special discount. A limited time offer. Limited amount available. A free souvenir or another free offer. Set a time limit on all specials. Convey the sense of urgency. Warning: when a time limit is set, be sure it is long enough to take care of any delay in mailing. If you mail on the first of the month, for example, the offer should extend to the end of the month as a minimum.

To check the effectiveness of your newsletter, put a special offer coupon in an issue. This will demonstrate the readership and pulling power. Also, if you mail your newsletter in a regular envelope, you can make enclosures. Do not use more than three or four such enclosures because they will not only lose impact but will also cut down on readership of your newsletter.

As you progress in publishing your newsletter, you'll discover and create other ways to use this medium in getting more business.

HOW TO MAIL: In the beginning you should publish a single sheet, printed both sides and folded to fit a business envelope. Depending on the number on your mailing list, you can mail first or third class bulk. If you have only 800 to 1,000, then certainly first class is the best way for your initial issues. If larger, you may want to get your post office to explain how you can get a bulk mailing permit and mail at a lower rate. This requires sorting by zip codes.

Whether you mail first class or bulk permit, be sure to print on your envelope, Address Correction Requested. The post office will ask for a deposit from you and each address correction will be charged to that account. This is a necessary expense if you wish to maintain an accurate list. You won't get all of the corrections from the post office, but if you publish six or more times per year, it will make your mailing list as clean as possible.

These same rules apply whether you are mailing in an envelope or as a self-mailer.

Never hesitate to ask your local post office for advice. That is what your postage fees and tax dollars are paying for; so use their services and guidance.

If you want to enclose an order form or other response item with your newsletter, and want this returned to your address, you can also deposit money at the post office and get a permit for a first class return privilege. You will print this permit number on the card or return envelope. There is also an annual charge for this permit. Again, ask the post office to help you get this permit and how to imprint it on your mailing.

Finally, you probably want to know what tools you will need to put together your newsletter. The answer is simple: only a typewriter and the material you are using as sources. The typewriter should be electric with a carbon ribbon. Your first newsletters will be easier if you write across the entire page, allowing appropriate margins. Space between items. Underline the things you want to highlight. You may capitalize the first few words or phrases. You can put special features in boxes or allow a larger margin on each side for emphasis.

As you become more sophisticated and experienced, you may want to include illustrations, even photographs which must be screened. Your printer will show you how to handle these, even how to scale them to fit your newsletter.

In future issues you may want to use headlines. You can handle these by buying them from a typesetter or word processing service. Or, if you have a typewriter which allows you to change type faces, you can put on another style and use this in caps for headings.

Allow time for response to your newsletter to build. You will probably find it one of the wisest business moves you'll ever make.

AUTOMATED QUALITY HARNESSES

For

VIDEO, VENDING and special requirements

PRICES START AT $15. TWO TO FIVE DAY DELIVERY

PRICE QUOTES UPON REQUEST

VOLUME DISCOUNTS

ALL HARNESSES TOP QUALITY MACHINE MADE

COLOR CONVERSION UNITS FOR Nintendo Monitors

SIMPLE INSTALLATION INSTRUCTIONS FURNISHED

IMMEDIATELY AVAILABLE - $20

MONITOR BOARD REPAIR

WELLS GARDNER 13K/19K AND ELECTRO HOME G07

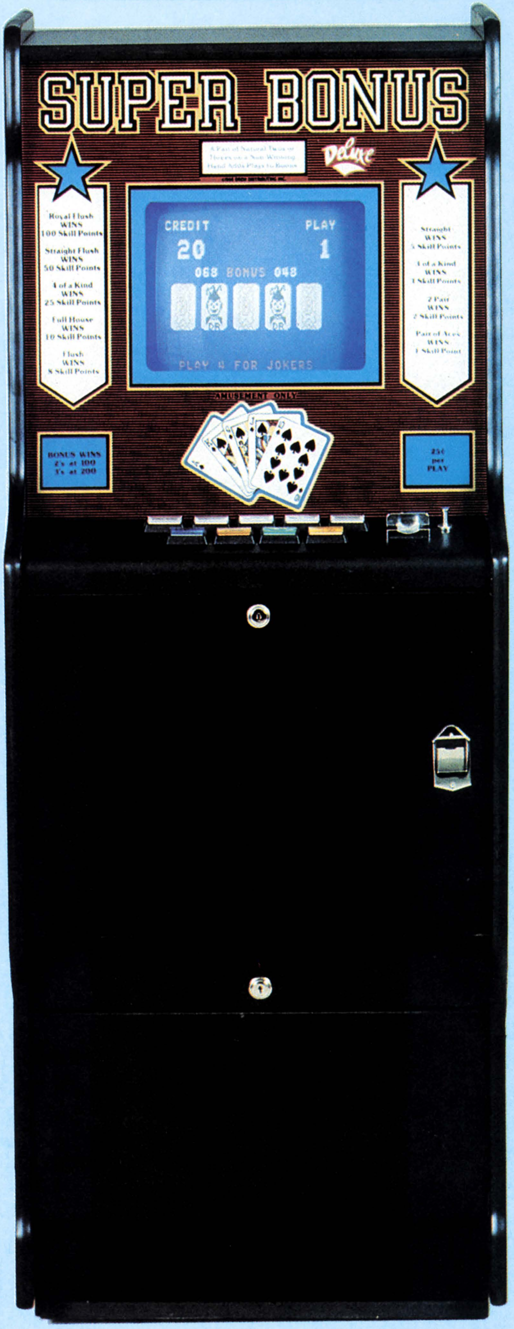
WRITE/CALL FOR DETAILS

LOUISE'S HARNESS SHOP
RT. 3, Box 72
Prattville, AL 36067
205/365-1841

DREW®

SUPER BONUS Deluxe

A Pair of Natural Twos or Threes on a Non-Winning Hand Adds Plays to Bonus



Royal Flush
WINS
100 Skill Points

Straight Flush
WINS
50 Skill Points

4 of a Kind
WINS
25 Skill Points

Full House
WINS
10 Skill Points

Flush
WINS
8 Skill Points

BONUS WINS
2's at 100
3's at 200

Straight
WINS
5 Skill Points

3 of a Kind
WINS
3 Skill Points

2 Pairs
WINS
2 Skill Points

Pair of Aces
WINS
1 Skill Point

25¢
Per
Play

- Switch & Light Test
- Optional Bill Acceptor
- Electro-Mechanical Meters
- On Screen Current Collection
- On Screen Bookkeeping
- Coin Box Included
- Computer Grade Power Supply
- Option of 10/20/30 Limit Per Game
- Option of 2/3 Bonus Win, or Not

- Solid State Electrohome® Monitor
- Dust Proof Foam Protector
- Static Proof Software
- Battery Backup in Case of Power Failure
- Cheat-Proof Double Coin Switch

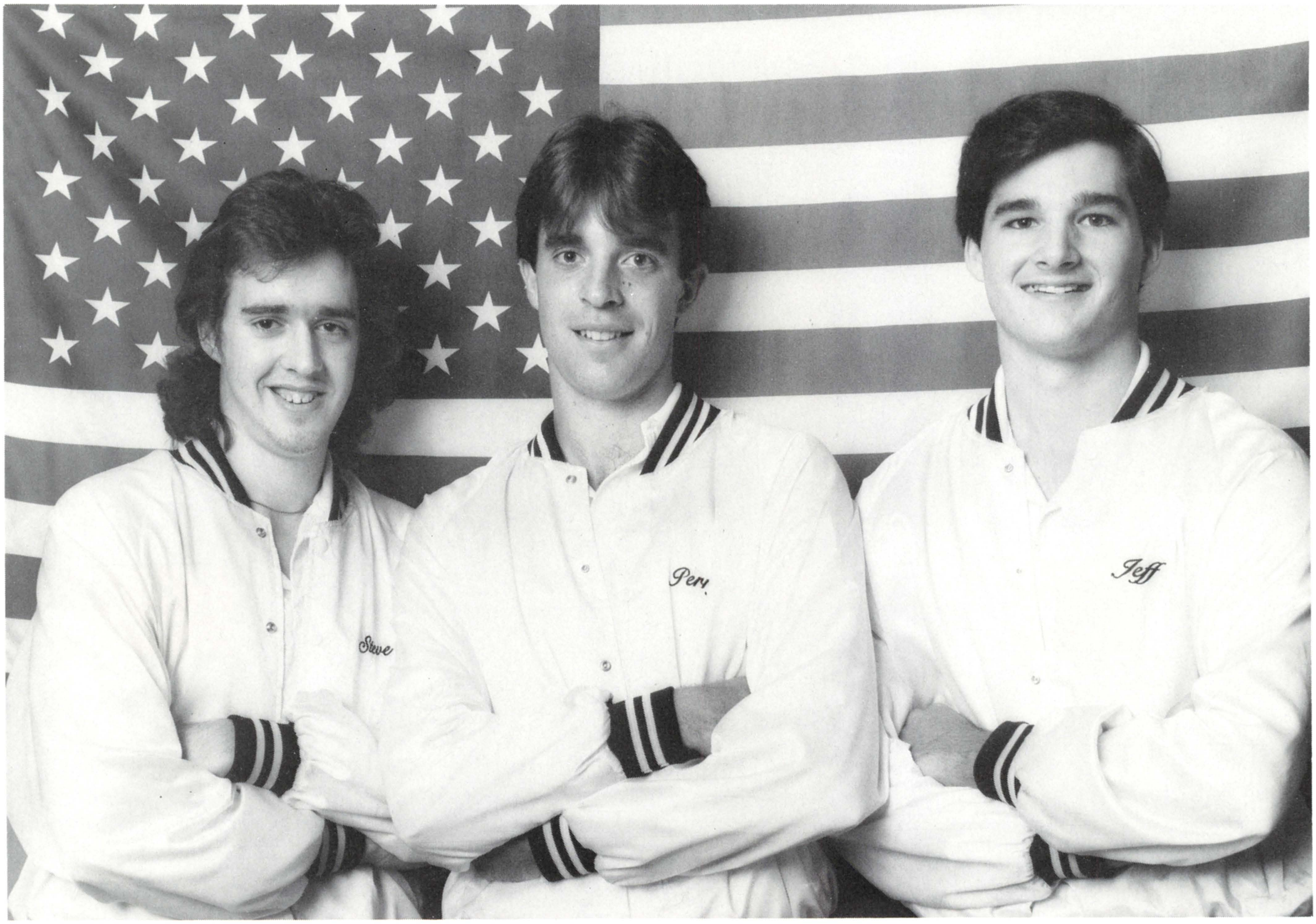
Factory & Distributor Backup
Advance Replacement on Parts — No Down Time
Another Quality Game by Drew Incorporated

WARRANTY	Monitor — 1 Year
	Board — 6 Months
	Power Supply — 6 Months

Amusement Only — The operation of these games and the features therein may be subject to various state and local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

Drew's Distributing, Inc.
P.O. Box 632
Fairforest, SC 29336
Phone (803) 574-0162

The U.S. National Video Game Team...Then and Now



Steve Harris, Perry Rodgers, and Jeff Peters

The U.S. National Video Game Team, as the name implies, is a collection of the country's foremost video game athletes. For the competitive player, reaching the status of U.S. National Video Game Team member is the highest reward. There are millions of people who play video games and pinball, but only a dozen can honestly say they're team members. But the U.S. National Video Game Team is more than just hot players showing their stuff. The team works in many different capacities in both the coin-op and consumer amusement industries to heighten public awareness of video games, while showing the positive impact they have on all of us.

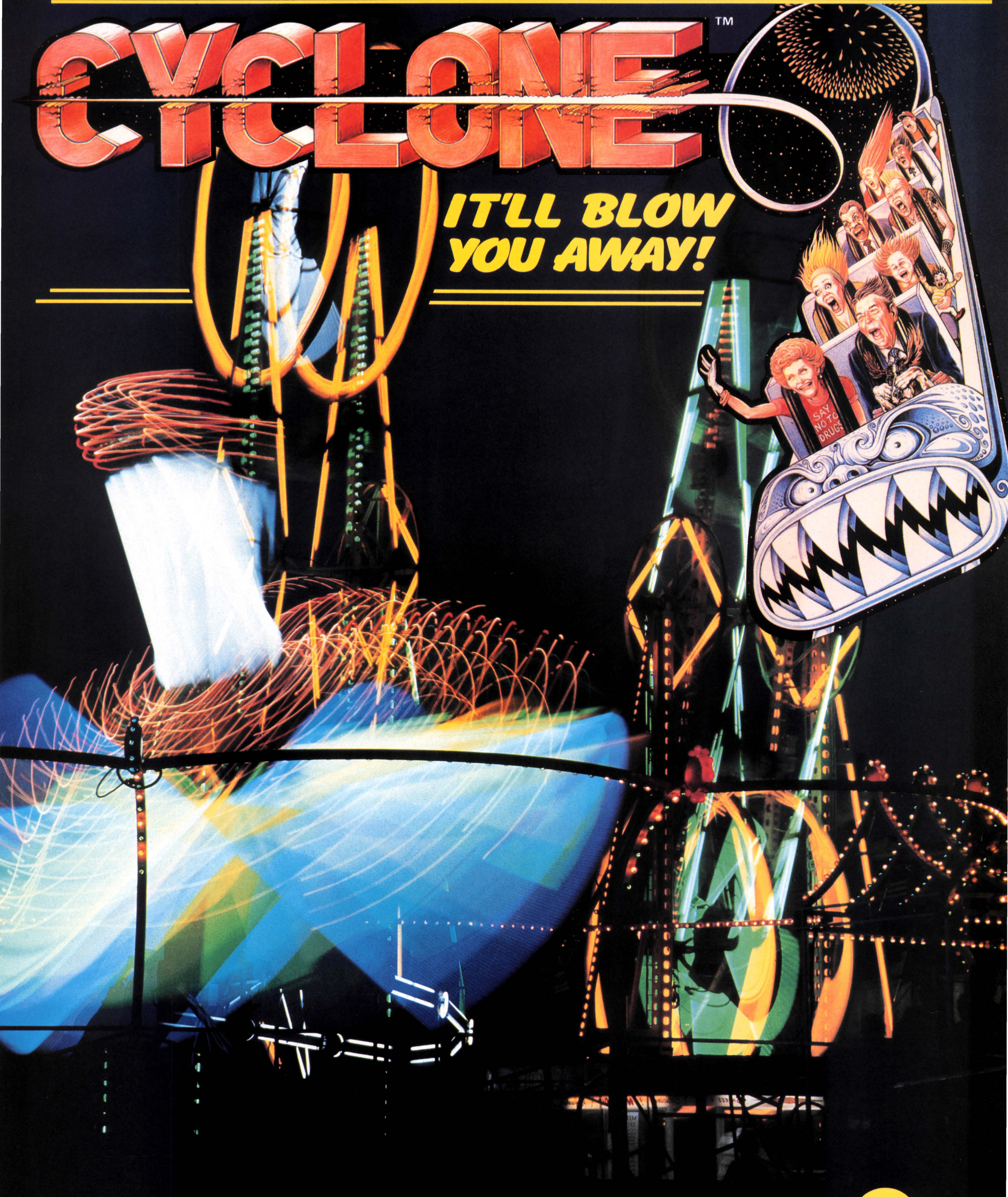
Looking Back

Many of the top players from around the country would gather at the national conventions to discuss playing techniques, their high scores, as well as the new games on display. These gatherings lead to the development of The U.S. National Video Game Team during the 1985 AMOA show in Chicago.

"While we were at the show we got the idea to form a group that would represent the opinions and views of the players," explains U.S. National Video Game Team project director Steve Harris. "So all five players who attended the show decided to resurrect the concept of a national organization of top players under the title of the U.S. National Video Game Team. We all knew each other very well, so I guess you could say that the team was formed out of friendship."

CYCLONE™

IT'LL BLOW YOU AWAY!


SAY NO TO DRUGS

From the most powerful force in the pinball universe. Feel it and be awed!

Williams®
ELECTRONICS GAMES, INC.

JEWELRY FOR CRANES & ROTARIES

Buy direct from the source. Wholesale sterling silver and costume jewelry. All jewelry in boxes, cups or capsules.
Hundreds of different items.
Guaranteed finest quality.
25 Years of crane & rotary experience.
Kits Available Same Day Shipping

SEE US IN BOOTH 1222 AT THE ACME

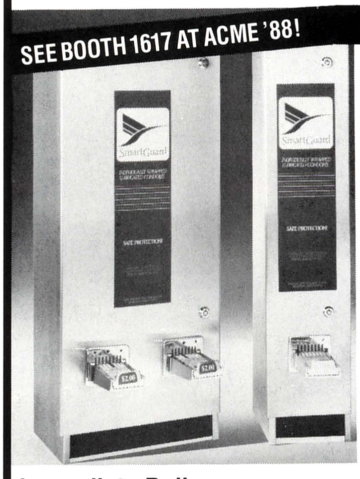
To Order Call Lou Collect
(201)349-1994
BONITA MARIE CO.
1555 Route 37 West Suite 6 Toms River, NJ 08753

"The manufacturer of the crane capsule."

BRINGING YOU CASH WITH CLASS

·SmartGuard·™
CONDOM DISPENSING MACHINE
THE SMART CHOICE™

SEE BOOTH 1617 AT ACME '88!



FEATURES:

- State of the Art, Stainless Steel Exterior - low maintenance and great for any location.
- No padlocks required.
- Name your own price for your condoms. Selectable E.S.D. coin mechanism—priced .50 - $2.00.
- (Single unit) Capacity: 168 individual boxes 336 individual boxes (Double unit)

Immediate Delivery
Made in USA.
Top quality condoms available at the very best prices!

Call Toll Free
1-800-553-2442 or
1-515-265-9900

SMART INDUSTRIES CORP., MFG.
1626 DELAWARE AVE.,
DES MOINES, IA 50317

The team sought to further cement its position as the governing body of game players by approaching Play Meter magazine to publish a monthly column devoted to current gaming trends and reviews from a player's point of view. The team followed this by organizing the Amusement Players Association that all players could join, and publishing their own newsletter, Top Score. Valerie Cognevich, editor of Play Meter said, "We welcomed the input from Steve and his group. It was an opportunity for operators, distributors, and manufacturers to hear from the ultimate consumer of their products, the players."

"We knew other players were interested in gaming information and competitions," said Jeff Peters, Director of Special Projects for the team, "so we developed the APA to monitor high-scores and to sponsor contests. Top Score was developed to keep these same players informed about the latest games, high scores, and all of the events that were being planned by the team."

The Video Game Masters Tournament

One of the first major tournaments the team undertook was the "Video Game Masters Tournament." The Masters had been held for three years prior to the team's inception, but the original founders had grown disinterested with promoting video games. Unlike most tournaments, the Masters was significant in more ways than one. It was the only competition to record high scores on over 100 machines and it was also the first to be recognized by the Guiness Book of World Records. The internationally renown book of facts and figures had pledged to print the results of the team's contest in their 1986 edition.

"Originally, we had planned to structure the contest in the same format it had always been held in," related Harris. "The organizers would petition individual arcades to sponsor the contest on an exclusive basis in their area." While this method generated tremendous player approval, it did not get the contest the widespread attention that it needed to succeed.

Then Bally stepped in and pledged to sponsor the contest in all 300-plus Aladdin's Castle stores that they operate. This was a significant development for both the team and organized video game playing, since the contest was now taking on true national scope.

The team followed the Masters with the 1987 National Player-of-the-Year competition. Bally/Midway, Bally/Sente, and Romstar each participated by providing copies of the contest games and then giving away one copy of each title to the winner. The contest drew over two dozen players from around the country; from Maryland to Florida to California.

The real benefit enjoyed by the team and the sponsors of these contests was the exceptional media attention they generated. CNN, USA Today, and MTV all provided very positive reviews of the contest and further heightened the public's awareness about the fun-filled nature of the games.

The Story Of DODGE BALL

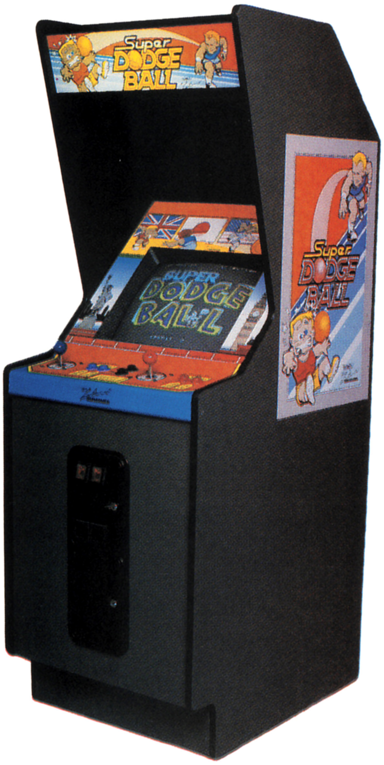
PART I

Since the dawn of time Man has sought to entertain and amuse himself. One of the earliest forms of fun was a game called Goork.

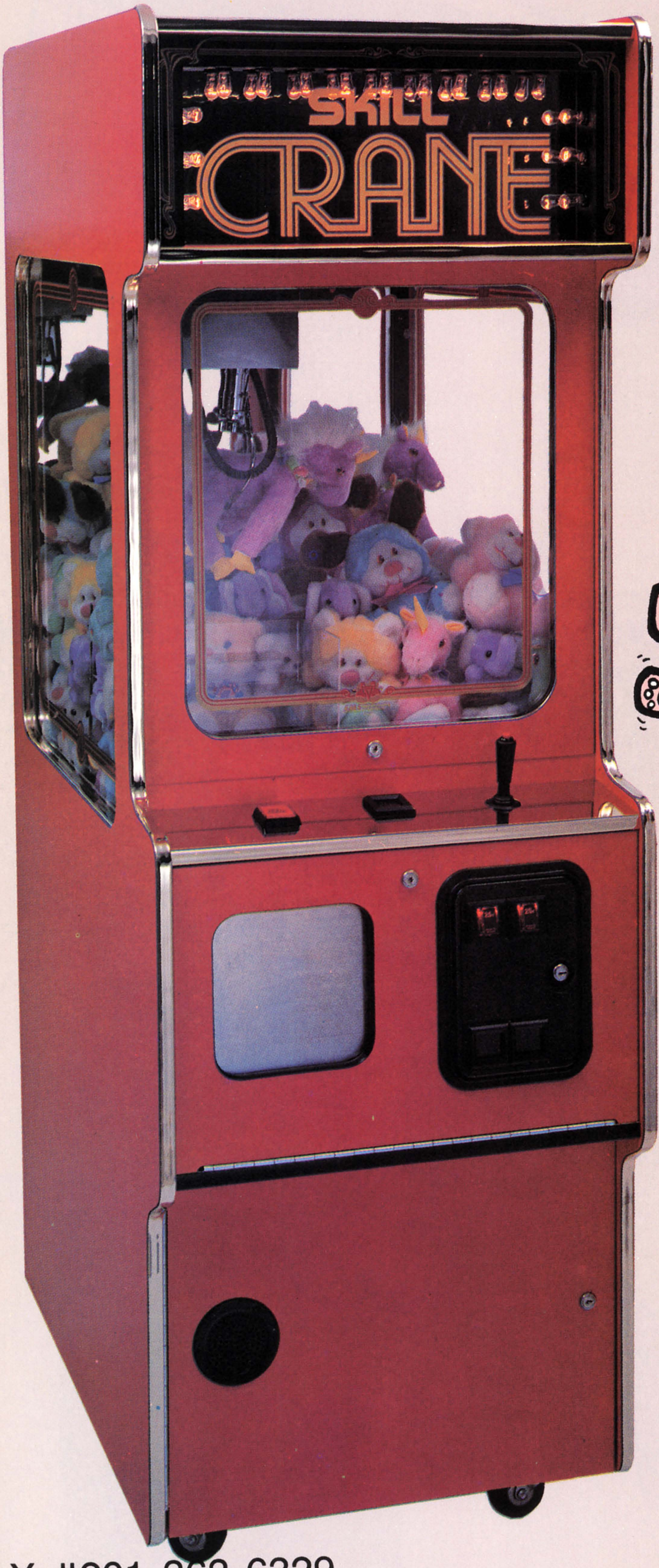
The object of the game was to throw large rocks and sticks and hit members of the other team. The game was often fatal... but it was considered a great deal of fun.

As man became more civilized, the game of Goork also became more civilized. Eventually it evolved into the game we know as Dodge Ball. Dodge Ball was fun and a lot less painful than Goork.

Times have changed, but man still seeks to entertain and amuse himself. That's why the Leland Corporation presents Super Dodge Ball. This fast actioned game is for one or two players. Super Dodge Ball features exciting sound and graphics and the multiple levels of play provide a constant challenge. Super Dodge ball is available in a dedicated cabinet or as a conversion kit, from The Leland Corporation.



The Leland Corporation 1841 Friendship Drive El Cajon, CA 92020 (619) 562-7000



SKILL
CRANE

- 100% Solid State!
- Complete Light Package!
- Complete Music'n Sound Package!
- Unauthorized Intrusion Sensors and Alarm!
- Dual Coin Mechanisms!
- Extra Large Viewing Area!
- Available with Joy stick or Button Player Controls!
- Prize Detection System!
- Locking Front Wheels!
- Sturdy Plywood Cabinet!

77½” HT. x 25” WD. x 37¾” DEPTH

- Optional $1/$5 Bill Acceptor!
- Optional Ticket Dispenser!
- Digital Credit/Timer!
- Total Adjustability!

LOCAL DISTRIBUTOR

FAX #201-363-6329

Telex
#132168

In New Jersey
(201) 370-3030

Outside N.J.
(800) 221-0138

SMS manufacturing corporation

601 PROSPECT ST.
LAKEWOOD, NJ 08701

The Player's Seal of Approval

Recently, The U.S. National Video Game Team initiated an endorsement program on home and coin-op video games to provide increased exposure to those titles that possess outstanding qualities. A special seal has been awarded to those games which boast these superior features for added marketing and promotional impact.

One of the first video games to earn the U.S. National Video Game Team's endorsement was the consumer version of *Double Dragon*. Released through Tradewest, *Double Dragon* has all of the great features that made it such a hit in the arcades.

In the months to come, the U.S. National Video Game Team will be showcasing additional coin-op and home titles with the Player's Seal of Approval endorsement as well as in the pages of Play Meter and Electronic Game Player magazine, a leading consumer publication that reports on the video game field.

International Significance

The team took on true national significance when a four-man contingent was invited to compete against her majesty's best. During the PCW show in London last September, four of the team's top players represented the United States in a competition on various titles from Arcadia Systems. Mastertronic, the computer software of Arcadia, arranged the contest as part of its display at the annual computer show. The team, of course, emerged victorious and still retains its undefeated status.

The Future

While many of the team members are moving on to other endeavors, the team directors, Steve Harris and Jeff Peters, remain content with the direction the team has led them.

"All of the great things that have happened, and all of the great people we've met are the result of the team," said Harris. "Although I work with the team in a limited capacity now, most of our company's contacts have, in one way or another, come from the team."

Harris' company, Sorjana Enterprises, currently publishes two magazines, an assortment of newsletters, and coordinates a variety of promotions and marketing services specifically directed at the coin-op and consumer video game industries.

TOKENS

SUN CITY WEST RECREATION CENTERS
TAMPA ZOO ARCADE NO CASH VALUE
PINBALL PALACE
LOWRY PARK FUN CENTER
$
King Pin NO CASH VALUE
MORE FUN ZOUNDS! FOR YOUR MONEY

Call or write for complete information

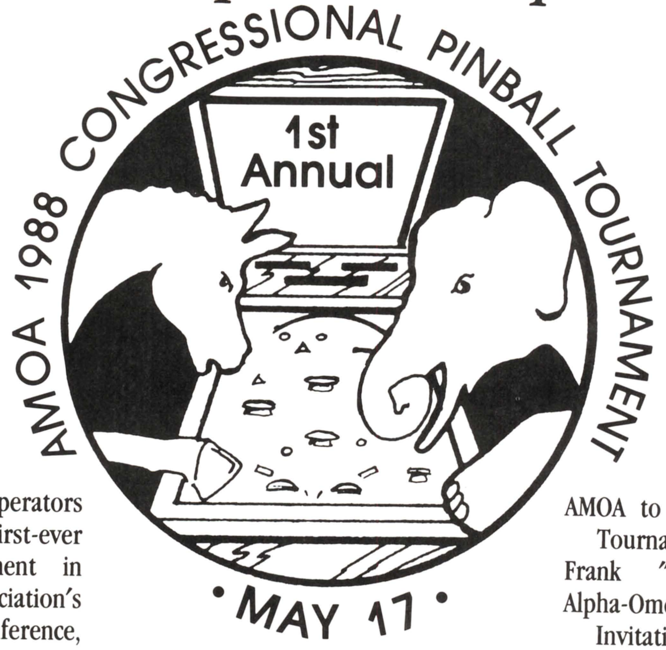
VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON KY. 40555
(606) 231-7100

THE
BEST
OF THE PRE-PACKS
Cuddly bears, ducks, penguins, owls, alligators, and many more
All items 7" - 8" tall

ALL GIFT QUALITY
144 pcs. for $169.96
Pre-packs change monthly
call now or write:

CRANES OF TEXAS
301 Bennington, Suite E
Houston, TX 77022
☎ (713)695-4220 ☎
Ask For Wanda

AMOA mixes politics and pinball!



The Amusement and Music Operators Association will sponsor its first-ever Congressional Pinball Tournament in Washington, D.C., during the association's 1988 Government Affairs Conference, May 15-17 at the Hyatt Regency Washington on Capital Hill.

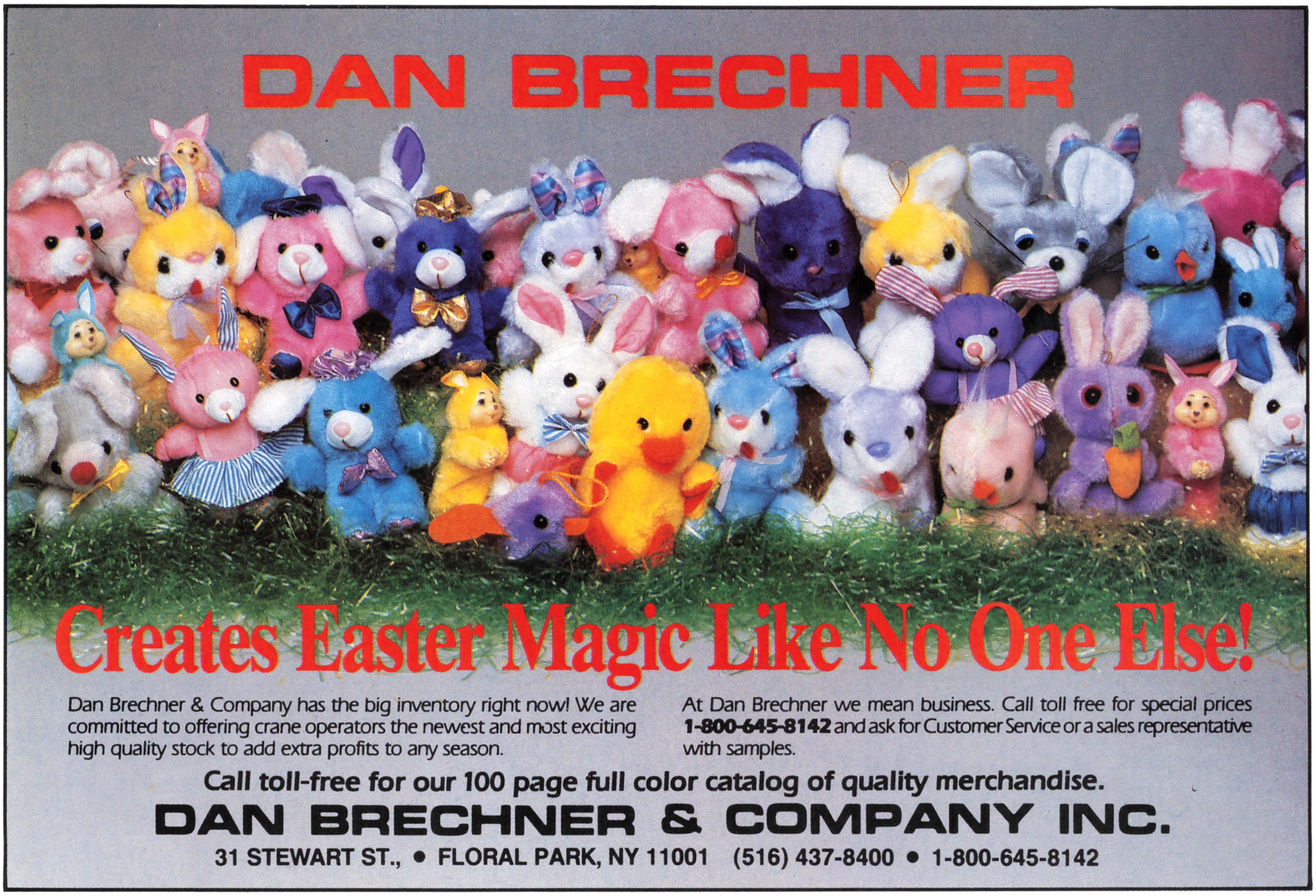
The tournament will be held on May 17 during AMOA's Congressional Reception at the Longworth House Office Building cafeteria. It will pit republican senators and congressmen against their democratic counterparts.

Staff members, aides, and immediate family of elected officials are also invited to participate in this exciting event.

Each tournament participant will play one game of pinball. The tournament's top winners will have a total of approximately $10,000 in donations made in their names on behalf of the AMOA to their favorite charities.

Tournament committee chairman is Frank "The Crank" Seninsky of Alpha-Omega Amusements, Edison, N.J.

Invitations will be sent to members of congress in early April with follow-up by AMOA's Washington office as well as members at the local level. Pinball machines will be donated by Williams, Premier, Data East, and Bally. Stuffed donkeys and elephants, to be given to each tournament participant will be donated by Nancy Sales Co.



Dan Brechner & Company has the big inventory right now! We are committed to offering crane operators the newest and most exciting high quality stock to add extra profits to any season.

At Dan Brechner we mean business. Call toll free for special prices **1-800-645-8142** and ask for Customer Service or a sales representative with samples.

Call toll-free for our 100 page full color catalog of quality merchandise.

DAN BRECHNER & COMPANY INC.

31 STEWART ST., • FLORAL PARK, NY 11001 (516) 437-8400 • 1-800-645-8142

BETSON
SINCE 1933

COME JOIN OUR

BIRTHDAY PARTY

...and POST ACME SHOW FESTIVITIES

COME & HELP US CELEBRATE

WEDNESDAY, MARCH 23

GRAND OPENING of BETSON PHOENIX!!!

Sal DeBruno **John Reckas**

THURSDAY, MARCH 24

10 YEARS in SAN FRANCISCO!!!

FRIDAY, MARCH 25

20 YEARS in LOS ANGELES!!!

Birthday Party & Post ACME Show Festivities

The Newest Equipment & Kits * Factory Reps * Prizes * Refreshments * Surprizes

Los Angeles........................2444 W. Pico Blvd...................... 213-388-9338

An Easy Way to Transfer Your Business Tax-Free

by Irving L. Blackman

One of the toughest problems every closely-held family corporation must face is transferring the business to the younger generation without having the IRS gobble up the corporation's assets to pay estate taxes. But there is a way to win. How? Freeze the value of the corporation so any future appreciation will not be included in the owner's estate.

Here is a typical situation presented by clients who consult with me for advice: Jim Entrepreneur, in his mid-50s, is the sole shareholder of his lucrative family corporation. Jim is thinking about retirement, and wants to transfer his corporation to his kids. He set these goals:

1. Run the corporation for about 10 more years;
2. Then slow down, but remain active in a consulting capacity;
3. Keep voting control of the corporation until he decides that Jim, Jr. can run the show without his help;
4. Assure himself of a steady flow of income after retirement;
5. Provide for his wife's needs should she survive him;
6. Eliminate or reduce the estate tax so the business assets will not be disturbed; and
7. Avoid paying income taxes when transfer is made.

Here's an easy-to-implement, three-step transfer plan that can achieve all of Jim's goals.

First, two important background rules: An S-corporation can have non-voting as well as voting common stock. Two classes of stock--preferred and common--are prohibited. Next, the three steps. **Step 1**--If you are already an S-corporation, you have taken the first step. If not, take the first step by electing S-corporation status.

Step 2--Exchange a portion of your voting common stock for non-voting common stock.

Step 3--After the exchange, immediately begin an annual gift-giving program of the non-voting stock to the younger generation at the rate of $10,000 ($20,000 if married) per year per the person receiving the gift. For example, if you are married and have three children, you can gift $60,000 (3 x $20,000) to your kids every year without any gift tax consequences.

Result: The current value of the business and the future of the business, represented by the shares gifted, is shifted to the next generation while Jim still maintains control. All this is accomplished tax-free with no current income tax. In addition, Jim is assured of income after retirement through dividends from the shares retained, which can continue to his wife in the event of his prior death.

There are many other considerations when planning a transfer of a closely held corporation. This article does not attempt to cover all of the problems, rules and traps. So, don't try it without consulting a tax professional.

A New Definition of Trade or Business

Let me set the scene: The year was 1940, and Justice Frankfurter refused to join in the majority opinion of the U.S. Supreme Court. Instead he filed a concurring opinion and wrote "...carrying on any trade or business...involves holding one's self out to others as engaged in the selling of goods or services." Yes sir, that definition has caused trouble for 47 years.

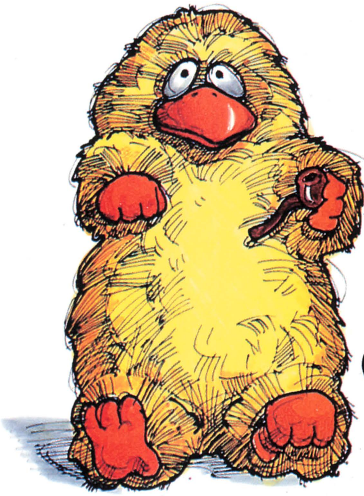
Now, in 1987 Justice Blackmun, in a well-written opinion for the majority on the issue of what constitutes a trade or business, referred to an old quote of the late Justice Douglas who described Frankfurter's opinion as "adumbrated" (defined by Webster as "outlined in a shadowy way...obscured").

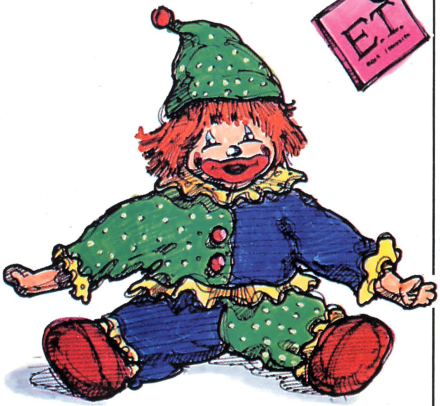
> *"Freeze the value of the corporation so any future appreciation will not be included in the owner's estate."*

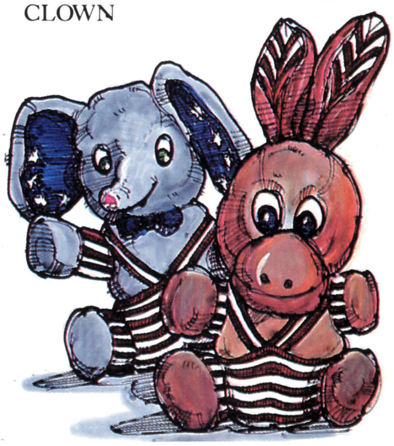
The new high court decision (Comm. v. Groetzinger, Sup. Ct., 85-1226, 2/24/87) involves a gambler who devoted 60 to 80 hours weekly to playing the dogs, studying racing forms, programs and other materials. He gambled solely for his own account. He had no other profession or type of employment. The issue before the court: Was the guy in the "trade or business" of gambling? If so, he could deduct related business expenses. The court,

BRADY NOVELTY

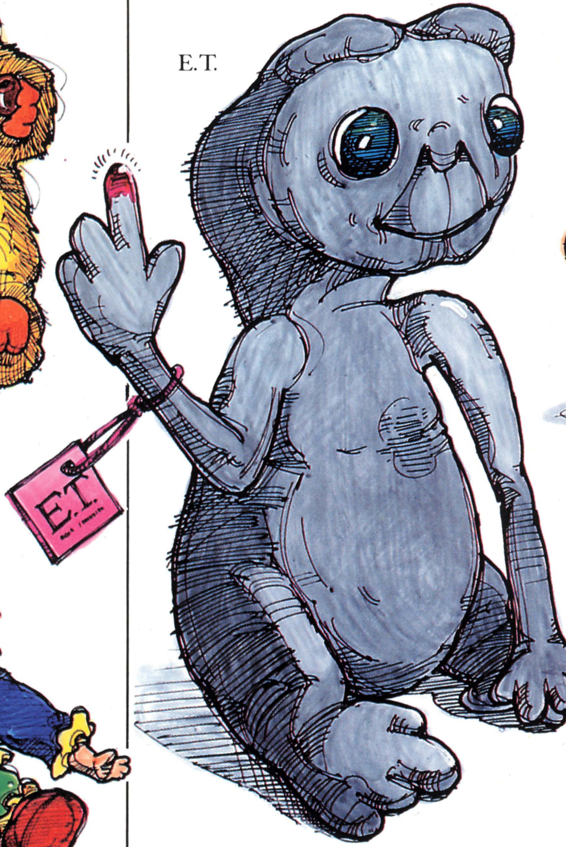
Save money... time... warehouse space


PIPE BIRD

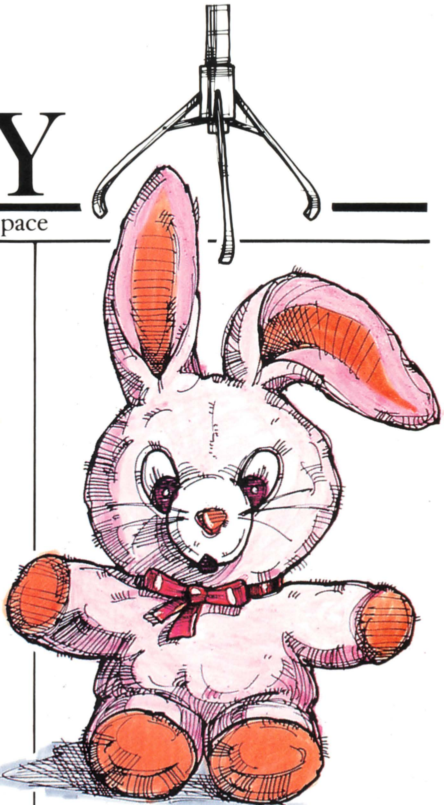

CLOWN

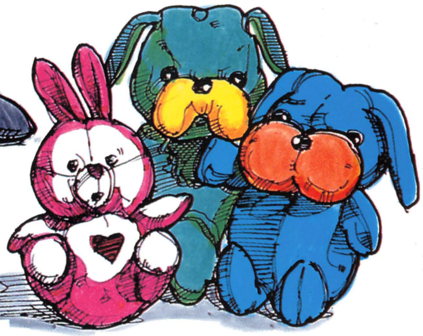

ELECTION ELEPHANT
ELECTION DONKEY

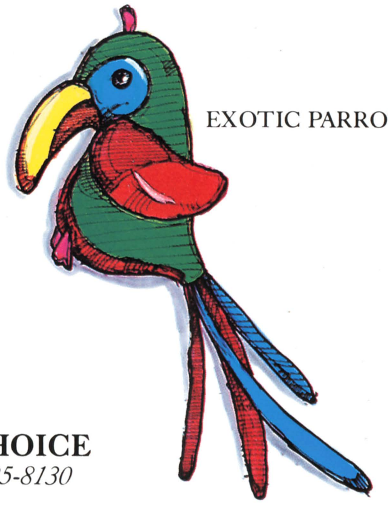
E.T.



Take the worry out of old plush in your crane. We stock over 200 different items with up to 44 different items within each assorted pre-pack. Deluxe or specialty packs available. Bulk/ case purchases also available (Price list available upon request.) Hours Monday through Friday 8:30AM-5:30PM.


RABBIT


SOFT PILLOW ANIMALS


EXOTIC PARROT

1-800-451-TOYS

BRADY NOVELTY GIVES YOU THE CHOICE

1415-B Crossbeam Road/Charlotte, NC 28217/704-525-8130 rejecting the Frankfurter language, held "...that to be engaged in a trade or business, the taxpayer must be involved in the activity with continuity and regularity and that the taxpayer's primary purpose...must be for income or profit." Bingo! This definition fits our hero, the gambler. He is, in fact, "in business."

Now all you investors, gather 'round. This decision solidifies some lower courts' treatment of investors in securities. Where investors spend full-time trying to profit on short-term swings in the stock market, these courts have treated them as "traders in securities" and held that this status was also a business. Result: Ordinary and necessary business expenses were deductible in full.

This case is not likely to be called ADUMBRATED. It gives you a powerful new weapon to fight the IRS. Use it.

IRS Raises Mileage Allowance for Business Cars

Tired of keeping records of the actual expenses you pay for the business use of your car? Take heart. Taxpayers can use an optional mileage allowance when calculating such expenses. If you choose to use the optional method, keeping records of expenses is unnecessary. Instead, just keep track of your business miles driven and use the IRS mileage allowance--inched up from 21-cents in 1986 to 22.5-cents in 1987.

The 22.5-cent rate is for the first 15,000 miles driven; 11-cents per mile for any excess. Here's an example:

Willie Lowman travels by auto selling his wares. He is tired of keeping records of gas receipts, repairs, and maintenance. Willie stops keeping records of his actual expenses in June of 1987. He only keeps track of business miles--27,300 for all of 1987. This is how Willie figures his auto expense deduction:

15,000 x 22.5 =	$3,375
12,300 x 11 =	1,353
Total	$4,728

In addition to the mileage deduction, Willie can deduct 100 percent of his business tolls and business parking.

The 22.5-cents a mile allowance is not overly generous. In fact, it is downright stingy. Take advantage of it only if you have neither the time nor inclination to keep those expense receipts, or if past practice has proven that your actual expenses (including depreciation) are not more than the allowance. You must decide if the reduced record keeping (mileage only) is worth the lost tax dollars caused by the smaller deduction.

The Right Way to Make Gifts to Your Children

Most gifts are made to children to get the value of the gift out of the parents' estate...a good idea. With estate tax rates ranging from a low of 37 percent to a high of 55 percent, the virtue of gift giving to save estate taxes is easy to understand. But there's a gift-tax trap you should know about.

Many parents make gifts of cash accounts, bonds, and stocks to their minor children under the Uniform Gift to Minors Act (UGMA). That's fine. This is easy to do and doesn't require the creation of a trust. Okay, who do you make the custodian? Most gift-giving parents become the custodian. This is a no-no. If you die before your child becomes an adult (18 to 21, depending on state law), the gift will be swept back into your estate and taxes. That's the trap. Every dollar costs your family 37- to 55-cents.

Fortunately, the trap can be avoided. Here's how: Make your spouse or another third party the custodian.

But avoid becoming the successor custodian if the original custodian dies or resigns. In addition, parents should not make simultaneous gifts by transfers to UGMA accounts. Such transfers will be included in the estate of a parent who dies while the child is still a minor.

Gifts under the UGMA make good tax sense. Make them. But do them right.

SMALL INVESTMENT — QUICK RECOVERY

"WHY DOES OUR BREATH ALCOHOL ANALYZER GENERATE BIG PROFITS FOR YOU?"

IT TALKS!

VOICE INSTRUCTIONS AND RESULTS CREATE CONTINUOUS EXCITEMENT — 24 HOURS A DAY!

SAVE BAR OWNERS 10% ON LIQUOR LIABILITY INSURANCE

8 COLORFUL, VISUAL DISPLAYS AND L.E.D. READOUT REINFORCES EXCITING VOICE FEATURES!

The Communidyne Model 2000 also features:

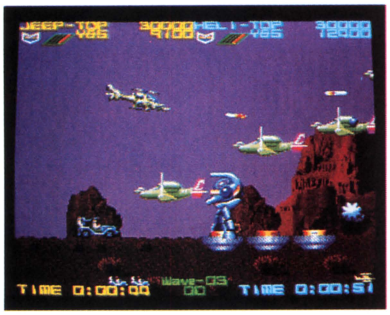
- Reliable, solid-state circuitry identical to that used by law enforcement agencies.
- 1 Year Warranty — minimum maintenance.
- Easy-To-Operate — insert coins/blow in straw.
- Locking coin box and unique, no-cheat, perpetual voice coin count.
- 3 installation modes — wall/counter/floor.

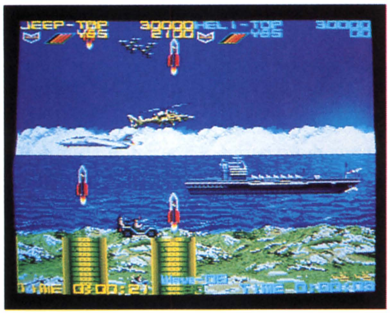
CALL 312/498-2444
OR WRITE:

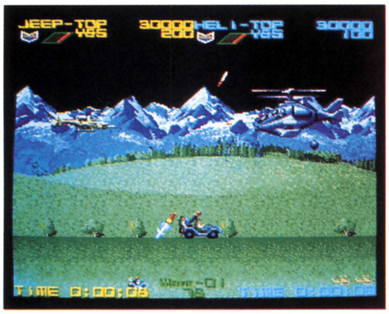
Communidyne
636 Anthony Trail • Northbrook, IL 60062

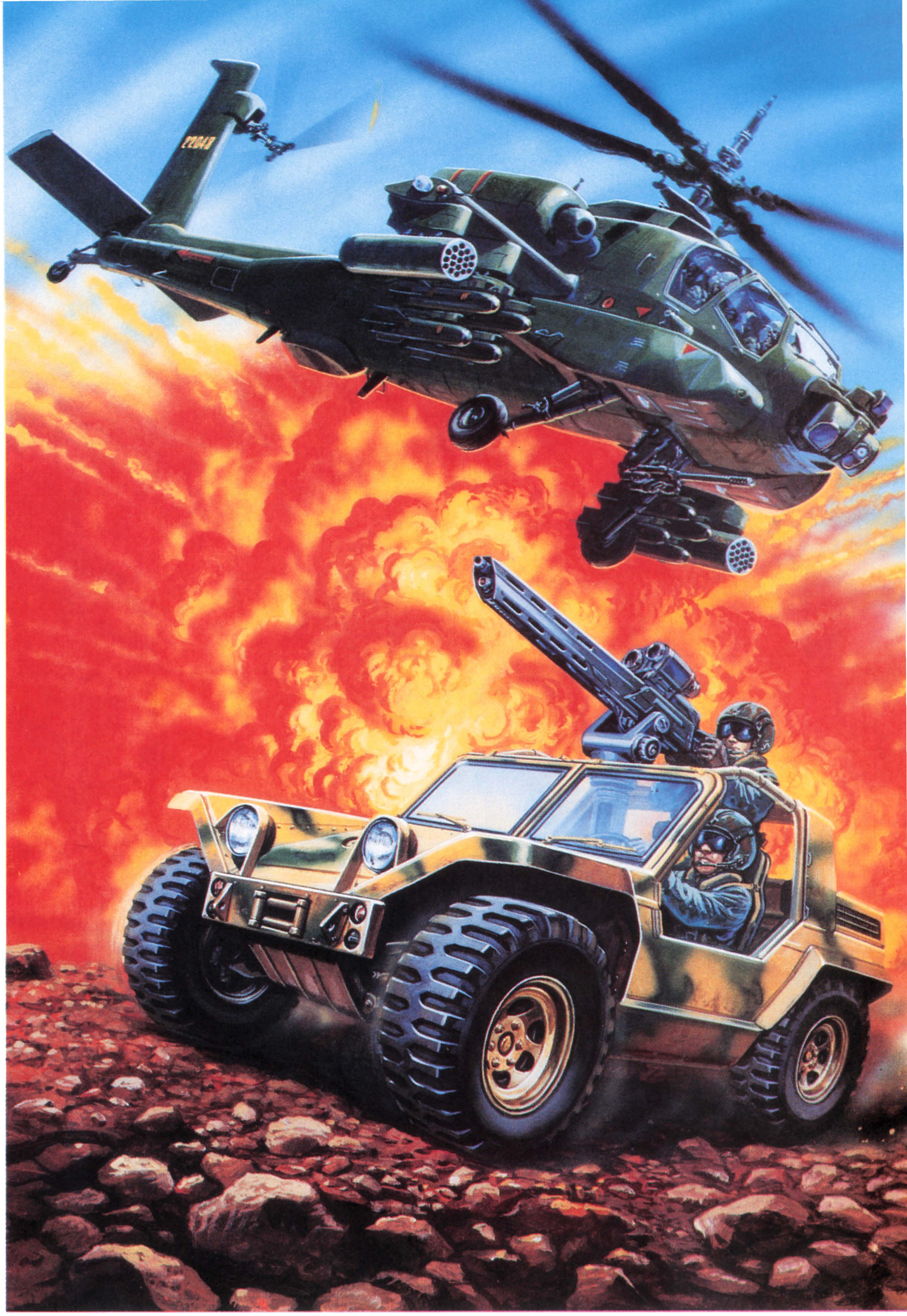
EXPERIENCE THE ACTION with TECMO's

SILK WORM™


JEEP-TOP 30000
4100
HELI-TOP 30000
12000
TIME 0:00:44
Wave-03
00
TIME 0:00:51


JEEP-TOP 30000
2700
HELI-TOP 30000
00
Wave-02


JEEP-TOP 30000
200
HELI-TOP 30000
100
TIME 0:00:08
Wave-01



SILK WORM™ FEATURES:

- Horizontal Conversion Kit
- 1- or 2-Player (interactive)
- Game Continuation Feature
- Game Buy-In Feature
- Excellent Graphics

Contact your nearest distributor or call:

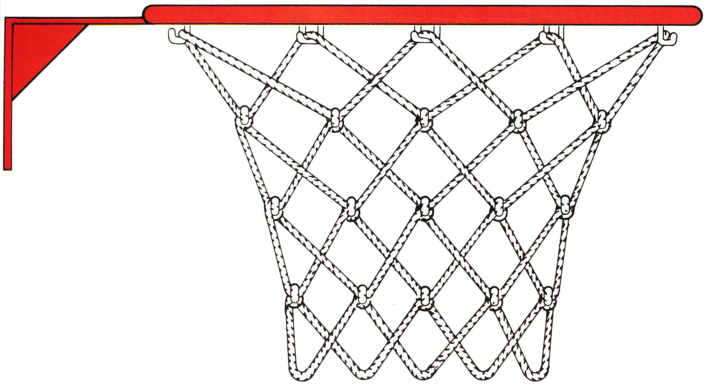
TECMO, INC.

Victoria Business Park
18005 S. Adria Maru Lane
Carson, CA 90746
(213) 329-5880

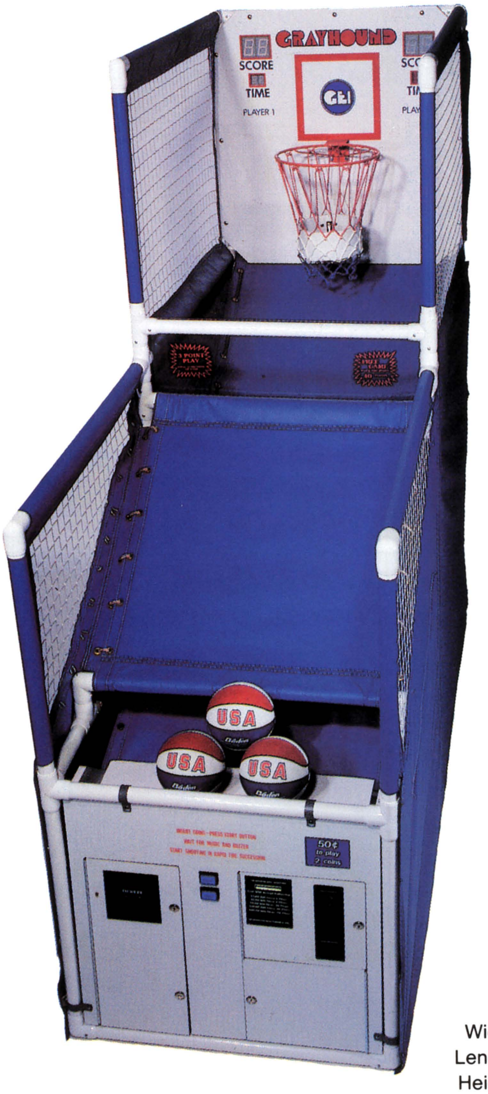
TOLL-FREE 1-800-338-0336

FAX: 213-329-6134

$$ REAL MONEY MAKER $$



GRAYHOUND
GRAYHOUND



Width • 3 ft.
Length • 8 ft.
Height • 8 ft.

SCORE
with CHAMPIONSHIP BASKETBALL
FROM GRAYHOUND

FEATURES

- 2 Player Game Or Single Player Game
- Durable Light Construction
- Easy To Assemble Or Relocate
- Adjustable Playing Time
- Music Enhancement In Attract Mode
- Easy For Women And Children To Play Also
- Free Game Point Setting
- Programmable 25¢, 50¢, Or 3 For $1.00 Play
- Spotlight Control For Dark Location
- Provisions For Tournament Upgrading

OPTIONS

- Ticket Dispenser
- New Grayhound Bill Acceptor
  Accepts $1, $2, $5, $10, or $20 in Single Unit
- Netted Dome Cover For Higher Ceilings

Ask About Our
NATIONAL LEASE PROGRAM
and
LEAGUE and TOURNAMENT
SET UP PROGRAMS

$$ BEST BANK SHOT $$

GEI GRAYHOUND ELECTRONICS, INC.
(not affiliated with The Greyhound Corp.)
Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08753
Toll Free 1-800-222-0491 · in New Jersey 1-201-341-5200

TECHNICAL TOPICS

Double Dragon, Chexx, and Williams' Pins

by Arthur Palter & Crew of Woburn Vending

Here are some tips to help out on some problems we have had.

1. Some *Double Dragons* are more sensitive to the coin pulse and will occasionally miss a credit. Assuming there is proper coin wipe, install a 10UF 16V cap across either coin switch. Be sure to observe polarity. This has solved our problem every time.

2. When the thin strip behind the goalie on the *Chexx* ice surface breaks, you can easily repair it. First, thoroughly clean it and place a strip of self-adhesive mylar cut to the same thickness and length as the broken strip. Do this to both the top and bottom of ice surface. The first length off a Wico *Sling Shoot* playfield mylar is just right if you can't find the material any other way. This repair has lasted many months without any further trouble.

3. On certain *High Speeds*, the ball will get stuck because of the placement of the trees behind the hide outs. To correct this make a shield out of 1/16-inch thick plexi cut 5-inches by 1 3/4-inches. Use the screw that holds the tree plexi in place and rest the front of the shield on the hide-out wire form.

4. On some Williams' *Fire* pinballs, there is an 8/32 post nut under the playfield that tends to fall off. When one fell off one of our machines it took out two transistor and two IC's on the main PCB because the screw is located directly over the #12 solenoid relay board located halfway up on the right side of the playfield. To prevent this, unfasten the standoffs holding the relay board in place, remove the 8/32 locknut and replace it with an 8/32 ny-lock type keep nut; these are currently being used on similar posts on Williams' games starting with *Big Guns*. I strongly suggest you take immediate action on this matter. If not, you could be faced with serious problems if the nut falls in the wrong place as it did to us.

Merit's Model 5000 Crick-Kits

by Jim Kelly, customer service manager

SUBJECT: Program Update

PROBLEM: Some model 5000 games have been reported to have intermittent scoring problems. This problem is caused by inconsistencies in the Model 5000 target assemblies. An updated Eprom compensates for this difference in the target assemblies, and will allow the *Crick-Kit* to work properly with all Model 5000 games.

SOLUTION: Merit has shipped this updated Eprom to all its distributors. All *Crick-Kits* in the field should have the Eprom installed in the DRT-500 PCB at location U3. The new Eprom is labeled 5278-00 U3-1C. This Eprom is provided as an advance replacement (exchange) and your original Eprom has to be returned to your distributor for credit. If there are any questions about this update or any Merit products call Customer Service at 1-800-445-9353.

KIDS LOVE OUR EGGS
YOU WILL TOO!
25¢

Dispensing our popular and exciting
toy-filled egg capsules is fun
and profitable. Contact us for
equipment and supplies.
Toll-Free: 1-800-EGG SHOP

INNOVATIVE INDUSTRIES, INCORPORATED
2605 Grand Ave. • Carthage, MO 64836

TOP THREE MERCHANDISE ITEMS DISCUSSED EACH MONTH

CERTAIN BURTON
CURRENT MARKET

By Frank 'The Crank' Seninsky

Oh, So Cute!

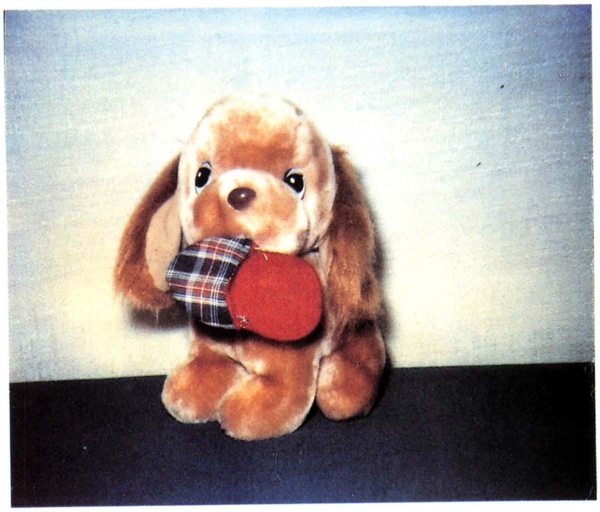
This month Frank offers the following suggestions for stocking your cranes.

Crayon
Crayon
Crayon
Crayon
TC 1987

Satin Crayons

7/56 Satin Crayon 7″ 12DZ 5.40/DZ The Satin Crayon, with its bright assorted colors, is sure to help you ″draw in″ profits. Many other novelties items are available in the satin material. Some of these items include dinosaurs, trains, ice cream cones, clowns, parrots, gumball machines, musical notes, unicorns, umbrellas, and hot air balloons.

Contact: Oriental Trading Co., Inc., Omaha, NE, 402-331-5511 or 800-228-2269



Donkey and Elephant

05-9031 Patriotic Donkey 11″ 10DZ 18.00/DZ 05-9032 Patriotic Elephant 8″ 10DZ 18.00/DZ

Dressed in red, white, and blue, these animals will be great for the 1988 election year. A must in the crane next November and as your particular state's primary approaches.

Contact: Nadel & Sons, New York, NY, 212-254-1677

Cocker Spaniel

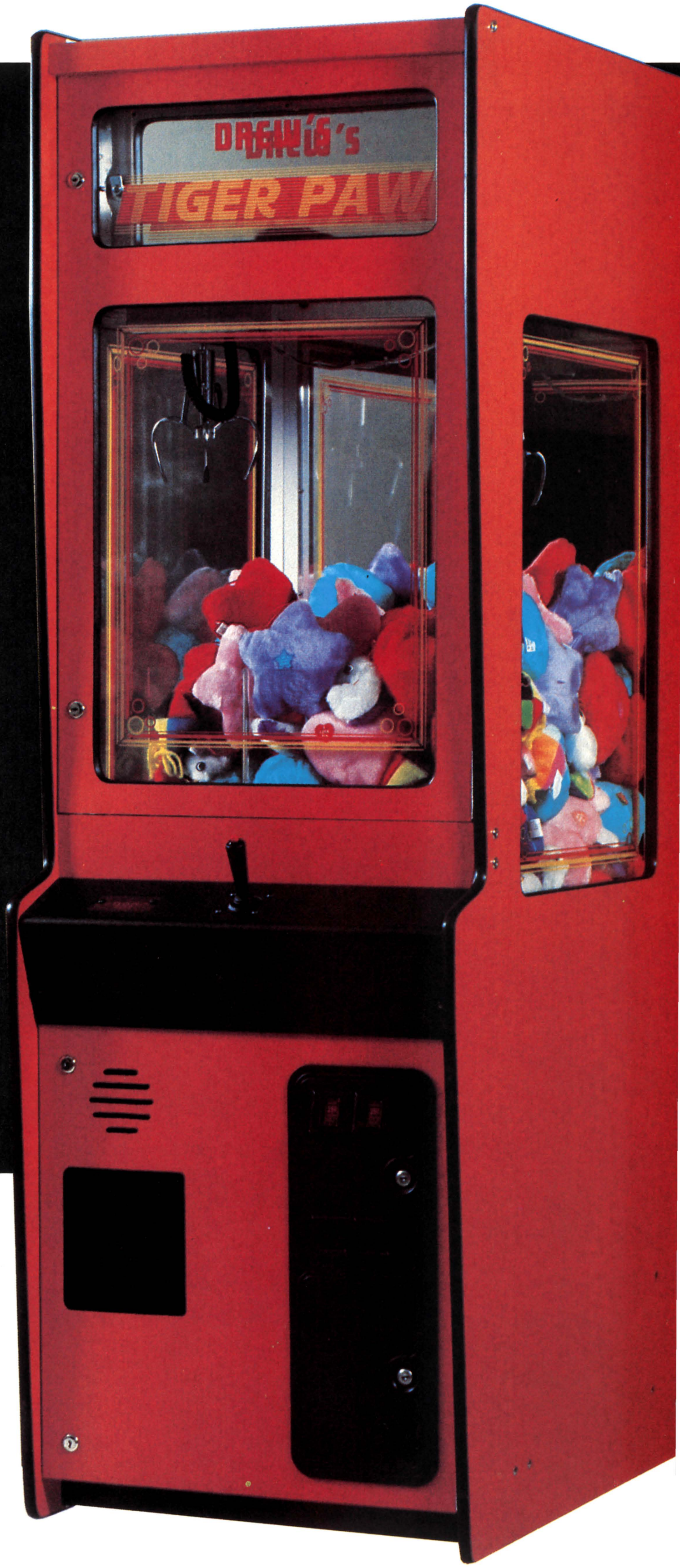
353 Cocker Spaniel with Slipper 7″ 6DZ 16.20/DZ

This dog comes in tan or dark brown. Each ″man's best friend″ has an ″olde fashioned″ slipper in its mouth. Quantity pricing available.

Contact: Etone, Jersey City, NJ, 201-656-0480

DREW®

TIGER PAW CRANE



Features:

- Safe and Durable Plexiglass Panels
- Dual Coin Mechanisms
- Joy Stick or Button, Skill System
- Hinged Front Door With Dual Locks for Security and Easy Loading
- Complete With Sound and Flashing Marquee Heading
- 3½'' Locking Caster Wheels
- Separate Locking Cash Box and Prize Storage Compartment
- Coin-In Meter, Prize-Out Meter
- LED Read-Out Coins and Seconds Per Game Play
- Game Play Option of 25¢, 50¢, 75¢, or $1.00 Per Game
- 10-Second Play Time
- Optional Bill Acceptor
- Optional Ticket Dispenser
- Multi-Sensory Devices for Security, Tilt and Chute
- Operator Selector Play Settings

Made in USA

Single Crane Model

Width 24¼''
Depth 34''
Height 78¼''

Drew's Distributing, Inc.
P.O. Box 632
Fairforest, SC 29336
Phone (803) 574-0162

FRANK'S CRANKS

My Opinion on the Parallel Board Issue and Bill Beckham's Legal Challenge

by Frank Seninsky

I have always felt that the coin-operated amusement industry needs to present "one face" to the outside world if we ever expect lawmakers and the general public to look upon us favorably. Much of my time, therefore, has been spent trying to unite the three segments of the coin-op industry (manufacturers, operators, distributors or as I call all three--"MOD"). There are many areas of agreement among MOD and great positive strides have been and can continue to be made. The push for the dollar coin, national jukebox promotions, Wayne Hesch Scholarship Foundation, Standardization, Washington Lobbying Conference, and state and national trade shows are just a few that come to mind.

AAMA President, Frank Ballouz of Nintendo (left) agrees with Frank 'the Crank' Seninsky that operator Vancie Todaro of TAVS, Inc., Bryan, Texas should get to meet big Jim Jacoby of the Washington Redskins at last years Congressional Reception in Washington, D.C. Vancie instantly became a Redskin fan (she had little choice!)

The great controversy over the legality or illegality of parallel boards continues to be the main sore spot among MOD groups and an issue that is threatening to disrupt industry unity. A simplified explanation of a parallel board, for those few who still aren't quite sure, is a board that is an *original* circuit board (new or used) made by the *original* manufacturer but was not part of the group of boards imported into this country by the exclusive U.S. distributor.

As an American, I do feel that there are many positive aspects to our copyright and trademark laws. They are not perfect laws and they constantly need revisions and updating, just as many of our other laws do. I have read over many of the legal arguments, both for and against parallel boards, and come up with one word that can sum up my findings: CONFUSION. The laws and application procedures are so complicated that I'm sure if you look deep enough, there are many loop holes and imperfect procedural methods to uncover.

As an operator, I'm happy that operator Bill Beckham of Red Baron of Ohio has come to the forefront to challenge the issue for the legality of parallel boards. I know that most operators want to be able to purchase parallel product and hate to be forced into purchasing dedicated games. On the other side, all of the U.S. copyright holders of Japanese video product want to have exclusivity on the boards and the right to sell only dedicated versions of a game rather than kits, if they so choose. I can clearly see that both sides have many valid points. But let's be realistic. Court cases of this type take years and years of litigation with costs of hundreds of thousands of dollars. And then what? Which side wins and which side loses? Is the victory a hollow victory? It seems to me that the best solution to the parallel issue rests within our industry itself and not in the court system!

Let's get to the bottom of the parallel controversy. Operators are plenty upset when they can only purchase a game as dedicated when the rest of the world can purchase the game as a kit at a much lower cost. This is the operators' main beef against the manufacturers and distributors and I must say that it is valid. I understand enough about copyright and trademark law to know that the manufacturers don't have the solid legal basis they claim to dictate that monitors, power supplies, cabinets, coin doors, and other tie-in components, as they are legally referred to, are to be included as part of their U.S. distribution exclusivity. On this point (tie-in) Bill Beckham has a legitimate area where a test case may need to be decided in the highest courts. I, too, believe it is wrong for a U.S. distributor to use the copyright and trademark laws for a purpose that the laws were not intended. Can there be an industry compromise without us all getting out the war paint? I feel there is.

Most of the parallel imports have been in games where the manufacturer has chosen to sell a game only in dedicated form. This practice could easily be stopped by an agreement between AAMA and AMOA. I feel that most operators who are now buying parallel boards of dedicated games would cease to do so if they had the option of buying kits. With this option, and the savings alone, it is probable that operators would find it acceptable to forego the purchases of any parallel boards which would initially be selling for not much less than the trademarked boards would be sold by the U.S. distributor. (There would still be many instances where operators would choose to buy a dedicated game over the kit of the same game because of a special cabinet style or the time and labor savings involved).

Let's be honest, operators aren't upset when a manufacturer makes a reasonable profit on each board he sells. After all, the U.S. copyright exclusive had to be paid for and the distributor must warranty the products he sells. Most operators would rather deal with the exclusive U.S. distributor if these operators didn't feel they were being ripped off.

If the logic in my scenario holds true, then the exclusive U.S. distributor would sell a *larger volume* of kits than he now does, would still sell a decent number of dedicated hits, and all parties could happily go on with the daily task of working hard to make a living. The number of operators still desiring to buy parallel boards, just to save a small amount of money on each board, would dwindle to only a very few. The issue of parallel boards would become one of our industry's little issues.

With a voluntary agreement such as this one among MOD, the anticipated court cases within our industry would not be necessary. The parallel issue will be decided someday by industries much larger and richer than ours.

I want to fully state that my opinions are my own and do not reflect any positions of AMOA or AAMA. I throw them out as food for thought.

ACME SHOW SEMINARS

I'll be giving two seminars at this year's ACME and both are on Friday: "How Today's Operators Can Run A More Profitable Business"(**#102**) from 9:30 to 11:30 is one that I've given at several state operator trade shows over the past two years. There will be new ideas and I've included some of the motivational material that I learned and tested since attending the Notre Dame Executive Development Program. With the new tax laws, there are some interesting leasing programs available for games that operators should consider.

"Ask Experts About Basic Technical"(**#201**) from 1:30 to 3:30 is one that you don't want to miss. Not only can you get answers to technical questions, but also truthful and sometimes shocking answers to any questions you ask of this panel. The panel also includes Todd Erickson and Randy Fromm. The questions don't have to be limited to technical since all the panelists have strong opinions on almost every aspect of the coin-op business.

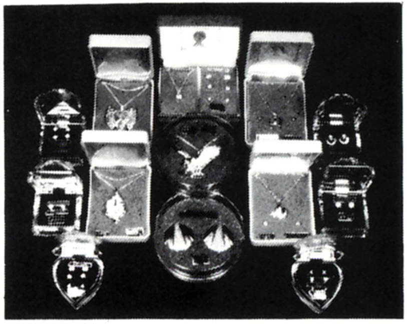
Randy Fromm will be doing a seminar on multimeters and another on monitors. Todd Erickson is also giving a pinball seminar. Charles Ross has one on Cash Flow Management and Jeff Rosenthal is doing two: Tax Tips and Computerizing your Business. I have attended seminars by all of these presenters and would highly recommend each one. This year's seminar program is excellent.

For those who are not attending the ACME, I'll have a report on the games I'm going to buy in an upcoming issue. As always....keep cranking!

HMS MONACO ET CIE, LTD.

**The Leading Manufacturer
of Beautifully Packaged
Costume Jewelry**

Ideal for rotaries, cranes and other
redemption equipment.



HMS Monaco items come custom packed, each specifically suited to your particular requirements.

Call Ira Erstling for prices and best case sizes for equipment loading.

**135 West 20th Street, 4th Floor
New York, NY 10011
(212)691-9000**

PLAYERS PICKS

Here Comes Another ACME!

by Steve Harris

Spring is fast approaching and that could mean only one thing--the annual American Coin Machine Expo is coming! The third show will be taking us all away from the usual stops of Chicago and New Orleans, for some fun in Reno, Nev. The Bally Hotel will play host to the event, which is expected to attract industry big guns from around the world.

This winter has been a little lean on mega-hit titles, but the goods I previewed recently will undoubtedly spruce up the attraction of some of the not-so-noticeable games that are fighting for recognition in the arcades and on location.

Following is a compiled list of the games to be on the look for while at ACME. I'm sure there will be other high profile games being released during the show, but this should give you a mix of some good products to check out.

Romstar's *Twin Cobra*

This kit was originally reviewed in the February edition of Players Picks as a good shooter that is supported by nice graphics and execution. We'll still stick to our guns and hold fast to those statements, but since the last column there has been more and more attention directed at this Romstar kit.

It's hard to put a finger on exactly what it is, but *Twin Cobra* has done a great job of capturing the essence of the perfect game. The game has all the necessary requirements (good action, risk-taking incentives, and high quality support features including two-player simultaneous) to attract player attention. Even though it's attacking an overworked genre it still plays exceptionally well even after repeated play.

Romstar will definitely be showing some new products at ACME, but before looking at all the new stuff, take a second glance back to *Twin Cobra*. Its proven formula and kit price may make it a worthy recipient of your game-buying dollar.

Atari's *Blasteroids*

Here comes the 1988 version of one of the most popular video games of all time! *Asteroids*, the rock-bustin' space shooter that contributed heavily to the success of the game industry is being revamped with a new look and expanded play mechanics. Although the original *Asteroids* sequel, *Asteroids Deluxe*, failed in the arcades, *Blasteroids* has just the right combination of features to fill its shoes.

The scenario is basically the same--you drift through space in an intergalactic fighter trying to survive in a series of deadly asteroid belts. This time around the player is given his choice of three selectable ships, rather than working from a scale of free men (which often resulted in *Asteroids* players lasting for days on one quarter). The whole game revolves around energy consumption and the strength of the player's shields.

The total package is made even more elaborate with a "go out and defend the universe" storyline that has been worked into the game. Instead of facing screen upon screen upon screen of interstellar rocks, *Blasteroids* has a very distinctive player-select system which lets them choose the next sector of space they want to battle. Once the sectors have all been cleared, a climactic battle with the master aliens awaits.

For their part, the Atari programmers have done a beautiful job of bringing *Blasteroids* to the video screen. The game has been developed on raster, rather than vector, screens so the level of detail and animation is greatly improved. These asteroids are multi-colored (for specific reasons) and fall through space with a three-dimensional spin that has got to be seen! The rocks now explode with a much more satisfying ka-boom and the subsequent fragments that are born of the explosions are not always the same. This improvement over the original makes the game much more spontaneous.

The majority of the action takes place on some extremely

"Blasteroids has a very distinctive player-select system."

visual graphic paintings that fill the borders of the screen with images of planets and space stations. Rather than the usual drab and dark backdrop, *Blasteroids* provides snapshots of the various celestial bodies which the player is seemingly protecting.

Another improvement over the original *Asteroids* is in the area of player-machine interaction. While the first game had a selection of five separate buttons, *Blasteroids* has reduced the number of controls to four: a thrust, fire, and transform button as well as a spinning knob controller to direct the ship. This arrangement is much less cumbersome and allows the necessary space for two players to compete at once.

Blasteroids is a good game, but it may be a little too much for the average player. Frequent players will of course flock to the new machine's sector-control and transforming options, but whether or not the casual player appreciates the differences between the three ships remains to be seen. There's a lot here to like, but the game seems to be trying to address too much at once. While a good portion of the game's content is there to sustain interest after the initial appeal of blasting asteroids wears off, your average player may have a tough time identifying with them.

It's tough to say how far *Blasteroids* will fly, but there's no denying the fact that the game will do reasonably well. It simply has too many good features to be totally written off. Give *Blasteroids* the once over and see if it won't fit into your locations.

> *"It's hard to put a finger on exactly what it is, but Twin Cobra has done a great job of capturing the essence of the perfect game."*

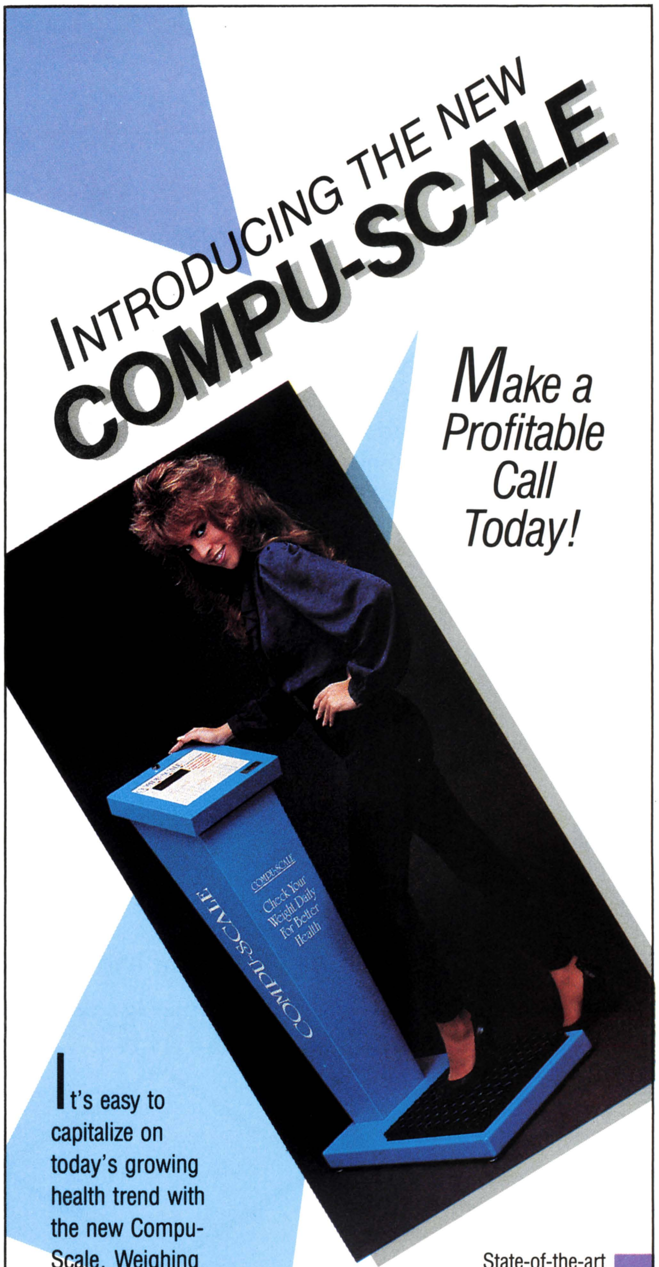
Data East's *Vigilante*

Double Dragon was undeniably one of the biggest video game hits of 1987. The combination of fighting techniques and vivid scrolling graphics made it a great attraction and the two-player simultaneous feature definitely elevated the game to hit status.

Now Data East, a company that has had quite a few blockbuster games itself, has a hot property that follows in the footsteps of *Double Dragon* quite admirably. It doesn't boast all the same features, but does have strong game play and graphics resolution that is equal to, if not better than, *Double Dragon*.

Play action begins with the player visually prompted to rescue Madonna from a street gang that is on the rampage. The game play is straight out of your standard kick, punch, and run school of gaming, so everything that occurs should remain familiar to most players.

Vigilante does have some impressive features, including scrolling graphics and an assortment of weapon power-ups that allow the player to customize the game's character to suit the



INTRODUCING THE NEW
COMPU-SCALE
Make a Profitable Call Today!
COMPU-SCALE
Check Your Weight Daily For Better Health
COMPU-SCALE

It's easy to capitalize on today's growing health trend with the new Compu-Scale. Weighing machines have been consistent winners in the vending industry for years, and now you don't need a large investment to start earning fast cash returns today. Worry free profits are as simple as emptying the coin box from this high performer, but you've got to call our staff of vending experts first to get all the information you'll need.

- State-of-the-art electronics
- Attention getting modern design and graphics
- Built-in casters for portability
- Longlife battery or AC power option
- Heavy duty steel construction
- 1 Year warranty on parts and labor

Mayoni Enterprises

10340 Glenoaks Boulevard Pacoima, CA 91331
(818) 889-2488 1 (800) 345-1183

> *"Players are in the mood for a new fighting game with strong features, and Vigilante looks like it may fit the bill."*

territory that he's in. The animation of all the characters surpasses that of *Double Dragon,* lending a unique personality to all the thugs the player encounters.

When making comparisons between this game and *Double Dragon,* the lack of two-player interaction stands as the only shortcoming. The camaraderie that was generated from *Double Dragon* just isn't quite the same. The game still remains a strong contender, regardless of this observation.

If *Vigilante* would have shown at AMOA then this call could have gone either way. But Data East wisely waited, and I feel that enough time has now passed since the release of *Double Dragon.* Players are in the mood for a new fighting game with strong features, and *Vigilante* looks like it may fit the bill.

Namco's *Galaga '88*

Here's another sequel to probably the most popular space game ever. *Galaga,* the follow-up to the legendary *Galaxian,* has itself spawned two sequels and no less than 100 clones. But all the games, for their flash and improved game play, have not been able to approach the level of success that is still being enjoyed by the original *Galaga.* Namco, the originators of all the *Galaga* games, are trying again, with a spiffed-up title called *Galaga '88.*

This game begins very much like the original, with some smooth slide-and-shoot action and truly incredible visual effects like animated backgrounds. But what starts as a promising sequel gets lost in itself. There are just too many enhancements to make the game readily playable by everyone. *Galaga '88* does not share the straightforward approach generated by its predecessor and that is what hurts it the most.

The game does have a good side, however. There are plenty of opponents to shoot at and the challenging stages from the original *Galaga* are back and dancing to some of the wildest music ever heard from a video game. You can also finally link up three ships at once for some incredible firepower.

If it's offered as a kit, *Galaga '88* may be worth investigating. It's a slick production with plenty of follow through that may, unfortunately, fail to get the appreciation it deserves from players. *Galaga '88* is a decent game, but it just isn't the *Galaga* we all fell in love with.

"THE SILENT PARTNER"

FINANCIAL ANALYSIS

ROUTE MANAGEMENT

LIFETIME INCOME BY MACHINE
•
RETURN ON INVESTMENT
•
YEAR-TO-DATE
BY ROUTE
•

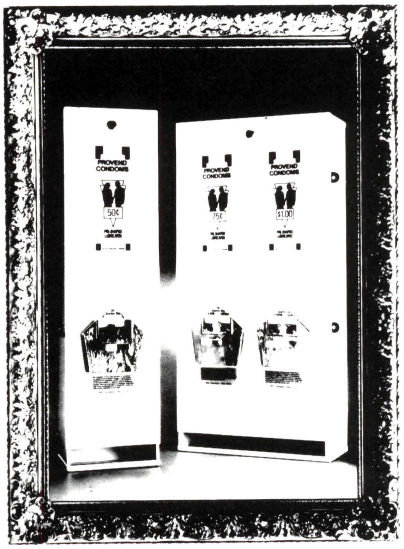
WRITTEN IN MACHINE LANGUAGE, NOT A SLOW DATABASE, WITH THE INPUT FROM OVER 20 OPERATORS TO DO WHAT OPERATORS WANT AND NEED

MACHINE HISTORY
•
ROTATION REPORT
•
SERVICE RECORDS ON ALL MACHINES
•

ALLSTAR MUSIC, INC.
3441 SOUTH PARK
SPRINGFIELD, IL 62704

217/523-1545
217/793-3350

The masterpiece that everyone's collecting.



NOW
Cigpak™
Condom Pack
AVAILABLE

PRIME
LUBRICATED WITH SK-70
3 Condoms
PROVEND CONDOMS

Create New Profits in Your Existing Cigarette Machine

Vendpack Machines

- Single Column
- Two Column
- 50¢ - 75¢ - $1.00 Vend
- Vandal Resistant
- Vend Pack and Cigpak™ Available

Provend Condoms™
PVC™
4020 Payne Avenue
Cleveland, Ohio 44103
(216) 432-0765

Sega's *Shinobi*

What *Rolling Thunder* could have been."

That's how many are labeling Sega's latest kit, *Shinobi*. *Shinobi* features a running, jumping, shooting Ninja who is out to stop a band of samurai terrorists. It falls back on many themes, but it predominantly concentrates on the fighting aspects from most of the popular adventure games.

> *"Shinobi increases options available to the player by including a special Ninja Magic feature."*

Shinobi spiffs up the *Rolling Thunder* scenario by including risk incentives like hostages. The game has five solid levels of action which are divided by an interesting bonus round rendered in first person perspective.

Shinobi also increases the options available to the player by including a special Ninja Magic feature that eliminates all the opponents on the screen in a very visual manner. The play structure of *Shinobi* mimics that of most of the other fighting titles, with a main villain or obstacle rounding out each level.

As a kit, *Shinobi* is a terrific game. It's got plenty of shooting and jumping to satisfy almost any type of player, and has a good variety of features available. *Shinobi*'s a safe bet for having a kicking good time.

Others to Watch for...

Some of the other games that will be out on the floor at ACME include *Thunderblade*, Sega's latest simulator game. Early indications give this title a strong thumbs-up, following up on the shoot-em-up success of *AfterBurner*. This time around, the action is set inside a helicopter motif, with enemy choppers and ground installations providing the player with plenty of targets.

Also coming soon from Sega is *Sonic Boom*, a game that follows the blueprints of many of the Taito shooting games like *Sky Shark* and *Twin Cobra*. The graphics are exceptional, and the game play boasts several unique qualities. If it's a kit it will be a definite winner.

Bally/Sente has an interesting piece ready for the show that features a couple of bunnies that are out to save the world. *Rabbit Punch* has some nice graphics and very unusual play mechanics, but it does merit a closer look.

Williams is rumored to have a new video game on the horizon that is reportedly quite a sight. It was designed by the maker of *Defender, Stargate,* and *Robotron*, so it could be a real showstopper.

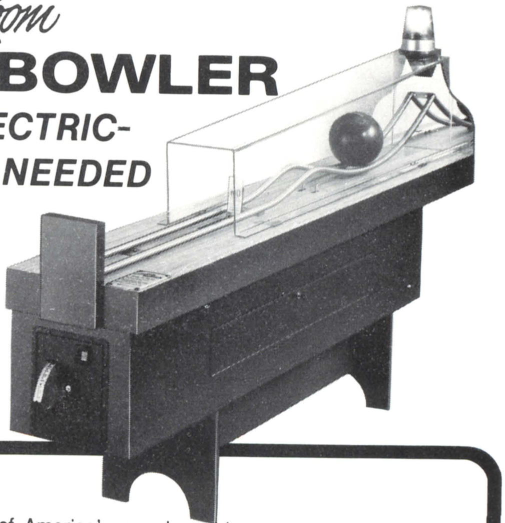
Several mechanical games are also getting some good play on test, including one from Atari. *Meltdown* is a nice mechanical that challenges players to suspend a ball on a column of air within a reactor covering. Both of these games require a high level of player interaction as well as player skill.

These are a few of the highlights, but expect to see many more products on the show floor. As always, if you'd like an impartial, player's point of view on any of the new games, don't hesitate to ask one of the U.S. National Video Game Team members adorned in the white jackets and slacks. They'll be happy to give you an on-the-spot appraisal of any game on display.

Have a great ACME!

SPECIAL NOTICE
purchase your used equipment from
NEW ORLEANS NOVELTY CO.
In business for 50 years!
International reputation for selling the finest used videos, flippers, & amusement games available anywhere.
EACH & EVERY GAME BEAUTIFULLY REFINISHED LIKE NEW BY EXPERTS
All games authentic legal factory models
GET ON OUR MAILING LIST FOR OUR LATEST PRICE BULLETINS OR CALL
Rose, Eddie, or Jean for latest prices
3030 No. Arnoult Road
Metairie, LA 70002 • 504 888-3500

Game Room
DIP•BOWLER
ALL ELECTRIC-
NO AIR NEEDED



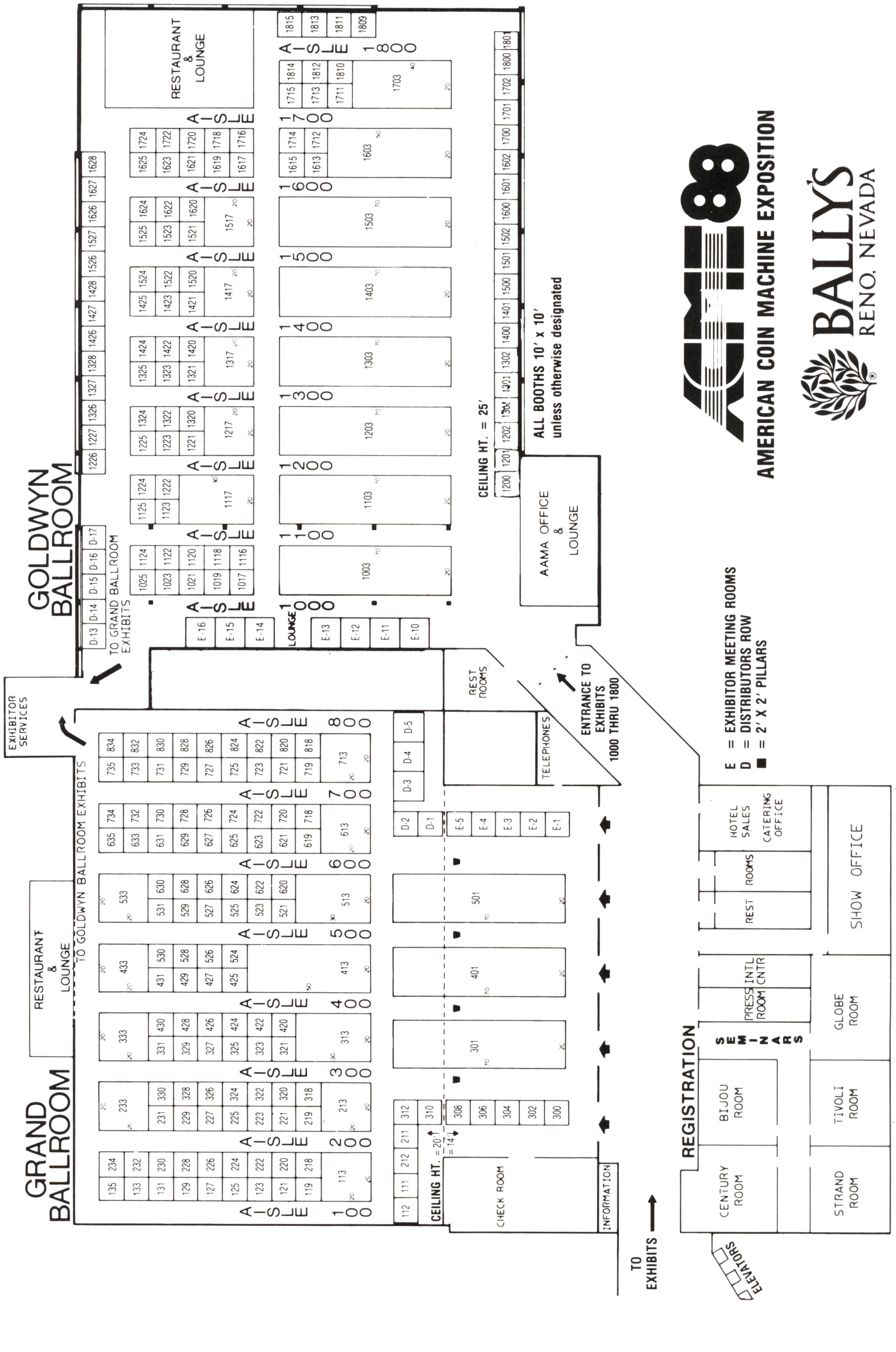
Now one of America's popular midway games is ready for your Game Room.

Does not require an Air Compressor • Sits on any flat surface (no air hose underneath) • TOTAL Solid State Electronics • Also available in Multi-Player Units.

Has standard features of all our Dip-Bowler Games such as: easy pull-out drawer for access to Ticket Loading, Multi-Roll and Ticket Dispense options.

Write or phone now
1-800-245-2737
VARI-TECH
COMPANY
4520 SPARTAN INDUSTRIAL DR., S.W., GRANDVILLE, MI 49418 • 616-538-4088

FLOOR PLAN – BALLY'S HOTEL


GRAND BALLROOM
GOLDWYN BALLROOM
RESTAURANT & LOUNGE
TO GOLDWYN BALLROOM EXHIBITS
TO GRAND BALLROOM EXHIBITS
EXHIBITOR SERVICES
AISLE 100
AISLE 200
AISLE 300
AISLE 400
AISLE 500
AISLE 600
AISLE 700
AISLE 800
AISLE 1000
AISLE 1100
AISLE 1200
AISLE 1300
AISLE 1400
AISLE 1500
AISLE 1600
AISLE 1700
AISLE 1800
LOUNGE
CEILING HT. = 20'
= 14'
CEILING HT. = 25'
ALL BOOTHS 10' x 10' unless otherwise designated
CHECK ROOM
INFORMATION
TO EXHIBITS
REST ROOMS
TELEPHONES
ENTRANCE TO EXHIBITS 1000 THRU 1800
AAMA OFFICE & LOUNGE
E = EXHIBITOR MEETING ROOMS
D = DISTRIBUTORS ROW
■ = 2' X 2' PILLARS
REGISTRATION
ELEVATORS
CENTURY ROOM
BIJOU ROOM
SEMINARS
PRESS ROOM
INTL CNTR
REST ROOMS
HOTEL SALES
CATERING OFFICE
STRAND ROOM
TIVOLI ROOM
GLOBE ROOM
SHOW OFFICE

ACME 88

AMERICAN COIN MACHINE EXPOSITION

BALLY'S
RENO, NEVADA

A-1 PRODUCTS	531
ACE NOVELTY CO.	433
ACME PREMIUM SUPPLY	321
ADVANCE GRAPHIC DESIGN	1713
ALLSTAR MUSIC, (THE SILENT PARTNER)	211
ALMAN ENTERPRISES	333
ALTEC MANUFACTURING INC.	528
ALTER ENTERPRISES	523
AMAZING GAMES	1724
AMERICAN GAMING ENTERPRISES	726
AMERICAN SHUFFLEBOARD CO.	432
ANSCOT DISTRIBUTING CO.	830
ARACHNID, INC.	1023
ARCADIA SYSTEMS	1709
ARDAC, INC.	225
ATARI GAMES CORP.	401
BALLY MIDWAY-SENTE	501
BATON HARDWARE/SECURITY	312
BETSON ENTERPRISES	1217
BOB SNYDER & ASSOCIATES, INC.	621
BONITA MARIE CO.	1222
BREATH TEST U.S.A.	724
CALIFORNIA COIN MACHINE ASSOCIATION	1722
CANADIAN COIN BOX MAGAZINE	1122
CAPCOM USA, INC.	1503
CAPITOL LIGHTING PRODUCTS CORP.	1714
CARD*TEL	1623
CAROUSEL INTERNATIONAL	1624
COIN ACCEPTORS, INC.	308
COIN CONTROLS, INC.	521
COIN MECHANISMS, INC.	1124
COMMUNIDYNE, INC.	732
CONTROLS, INC.	731
CUMMINS-ALLISON CORP.	221
DAN BRECHNER & CO.	719
DART WORLD, INC.	627
DATA EAST, INC.	1103
DELTRONIC LABS, INC.	1502
DESIGN PLUS INDUSTRIES	1600
DEUTSCHE WURLITZER GMBH	233
DOYLE & ASSOCIATES, INC.	1401
DYNAMO CORPORATION	513
E-SOFT SYSTEMS	1424
EAGLE LIFT	1224
ELCOTEL, INC.	1300
EQUIPMENT SYSTEMS & DEVICES	722
ETONE	623
FRAZIER	1524
FREY & FREY ENTERPRISES, LTD.	728
GAMEMASTERS	824
GRAYHOUND ELECTRONICS	420
GREAT LAKES DARTS (LASER ENTERPRISES)	324
HEALTH INFORMATION VENDING	628
HMS MONACO ET CIE LTD	325
HOLLYWOOD CRANES	213
HOSPITAL SPECIALTY	331
INNOVATIVE CONCEPTS IN ENT. (ICE)	629
INTELLICALL	612
INTERMARK AMUSEMENTS, INC.	1526
INTERNATIONAL SOFTWARE SERVICES INC.	533
J-S SALES CO., INC.	330
JOHNSTON PRODUCTS CO.	328
THE KIDDIERIDE EXCHANGE, INC.	214
KIDDIE RIDES USA	1620
KONAMI, INC.	1203
KRAMER MANUFACTURING	1317
LARAMIE INTERESTS, INC.	1525
THE LELAND CORPORATION	1003
LI'L MORT	1302
LOEWEN-AMERICA, INC.	1117
MARS ELECTRONICS	1611
MARVEL TRADING CO.	1323
MAYONI ENTERPRISES	1202
MELTEC, INC.	832
MERIT INDUSTRIES, INC.	313
MEYER-GILLMANN INDUSTRIES	527
MOBILE RECORD SERVICE CO.	733
MR. VEND	1814
MUNCIE NOVELTY CO.	529
NADEL & SONS TOY CORP.	633
NANCY SALES CO.	1123
NATIONAL TiCKET CO.	310
NAT'L VIDEO GAME CLUB	1812
NINTENDO OF AMERICA, INC.	301
PLAY METER MAGAZINE	**1200**
PMI INTERNATIONAL	1517
POP-A-SHOT, INC.	1628
PREMIER TECHNOLOGY	1017
PRIZES!	227
PROFESSIONAL SOFTWARE, INC.	1400
PROFIT VEND	1715
R & D DISTRIBUTING CO.	1800
REPLAY MAGAZINE	1601
RIDE DYNAMICS	218
ROCK-OLA MFG. CORP.	713
ROGER WILLIAMS MINT	320
ROMSTAR	1603
ROSETTE, INC.	818
ROWE INTERNATIONAL, INC.	1226
SCAN COIN	734
SEEBURG PHONOGRAPH CORP.	300
SEGA ENTERPRISES, INC. USA	1403
SHARP IMAGE ELECTRONICS, INC.	1417
SHOWCASE, INC.	304
SKEE BALL, INC.	425
SMART INDUSTRIES	1617
SNK CORPORATION OF AMERICA	1703
STATUS GAME CORPORATION	1710
STREAK SHOOTER	734
SUPERIOR TOY AND NOVELTY CORP.	429
TAITO AMERICA CORP.	1303
TECMO, INC.	1602
TEKBILT, INC.	630
TOMMY GATE CO.	1615
TORNADO TABLE SOCCER, INC.	1321
TOTAL SECURITY GAME ALARMS	524
TROY M ENTERPRISES, INC.	1420
U. S. GAMES	718
THE VALLEY CO.	613
VARI-TECH COMPANY	327
VENDING TIMES	526
VIDEOBOX NETWORKS	1421
WICO CORPORATION	620
WILDCAT CHEMICAL CO.	1707
WILLIAMS ELECTRONICS	413
WORLD GAMES	1520

Call Now for Immediate Shipment
EASTER is almost here!

A1810

A1802

M4226

A1833

A1780

A1732

A1617

A1832

Ace has it all

Crane PrePacks updated continuously!

A1648

All price ranges available from 50¢ up.

ACE
ACE NOVELTY

WASHINGTON
13434 NE 16th Street
Bellevue, WA 98005
(206) 644-1820
(800) 426-0076

CALIFORNIA
1855 Industrial Street
Los Angeles, CA 90021
(213) 626-0500
(800) 421-4226

ILLINOIS
3815 So. Ashland Ave.
Chicago, IL 60609
(312) 847-2600
(800) 621-1570

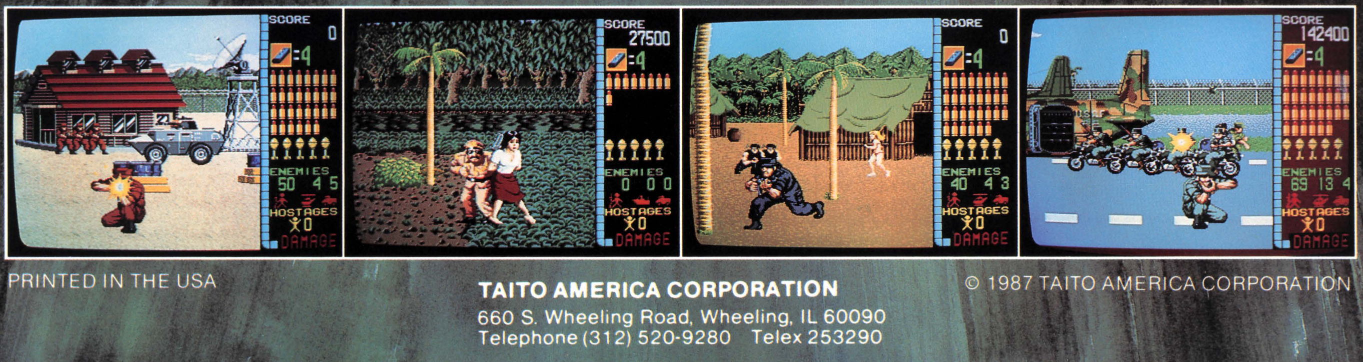
IN CANADA
4660 Dawson Street
Burnaby, B.C. Canada
V5C 4C3
(604) 299-7511

Thrilling Commando Action from Taito

MADE IN THE U.S.A
TAITO

OPERATION WOLF™

- **Authentic Gun Action**
  Your accurately detailed automatic weapon actually *recoils* when fired.
- **Extra Fire-Power**
  On the front of your weapon is a button that launches mortar rockets for explosive results.
- **Oversized Characters**
  Non-stop action is enhanced by the realistic scale of the characters on the screen.
- **Six Terrorist Strongholds**
  The player must invade 5 different camps to rescue hostages and then fly to freedom from the enemy airport.


SCORE 0
=4
ENEMIES 50 4 5
HOSTAGES 0
DAMAGE
SCORE 27500
=4
ENEMIES 0 0 0
HOSTAGES 0
DAMAGE
SCORE 0
=4
ENEMIES 40 4 3
HOSTAGES 0
DAMAGE
SCORE 142400
=4
ENEMIES 69 13 4
HOSTAGES 0
DAMAGE

PRINTED IN THE USA

TAITO AMERICA CORPORATION
660 S. Wheeling Road, Wheeling, IL 60090
Telephone (312) 520-9280 Telex 253290

© 1987 TAITO AMERICA CORPORATION

OPERATION WOLF ™

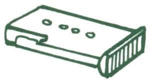
How to play

- Game starts by inserting coin(s) and pressing the start button.
- Continuous firing can be made by holding the trigger.
- Mortar rockets can be launched by pressing the button on the side of the gun.
- After finishing the opening scene, 6 screens appear. Select one of the screens by shooting it to start the game. (Reselection is allowed within the time limit.)
- The 6 screens have the following effect on the game play:

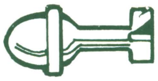
Communication facility	If this scene is not cleared, the number of enemies increase (little by little) whenever another scene is cleared.
Jungle	If this scene is cleared, the concentration camp can be selected in the next level.
Ordinance facility	If this scene is cleared, the number of bullets and mortars increase.
Village community	If this scene is cleared, 20 units of damage are recovered.
Concentration camp	If this scene is cleared, the hostages appear from the edge of the screen or barracks and cross the screen. If the player lets them cross without hitting them, one hostage is rescued. Sometimes a knife-carrying enemy goes after a hostage. If the player cannot hit this enemy, the hostage is killed. Game ends when all the hostages have been killed even if this scene is cleared. (Extra care must be taken for this.)
Airport	In this scene, the number of the hostages rescued in the concentration camp appear. These hostages can be rescued by letting them board the plane. If all of them are killed, game ends even if this scene is cleared.

- Enemies shoot at the player after flashing. If hit, the player is damaged. Enemy knives, hand grenades and rockets can be destroyed by hitting them before they reach the lower part of the screen.

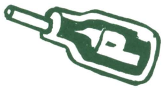
- **Main items**



Magazine .... When getting this item, 30 bullets are added.
(One bullet is automatically supplied if the number of bullets reaches zero.)



Mortar rocket .... One mortar is supplied.



Power drink .... 5 units of damage are recovered.

These items appear by hitting coconuts, condors, chickens, etc.

- Helicopters can be destroyed with 10 bullets or 1 rocket.
  Armored motorcars and patrol boats can be destroyed with 5 bullets.
- A scene is cleared when the number of enemies reaches "0".
- Game ends when the damage meter reaches the top, however, 3 units of damage are recovered by clearing 1 scene.
- If 1 hostage (at least) can have been rescued when clearing all scenes, the player can challenge the next round.
- The player also can challenge the next round if the player can clear 1-2 scenes besides the jungle, concentration camp and airport scenes.

© 1987 TAITO AMERICA CORPORATION

EXHIBITORS BY CATEGORY

Baseball Game

DOYLE & ASSOCIATES, INC.

Basketball Games

DESIGN PLUS INDUSTRIES
DOYLE & ASSOCIATES, INC.
GAMEMASTERS
GRAYHOUND ELECTRONICS
INTERMARK AMUSEMENTS, INC.
POP-A-SHOT, INC.
SMART INDUSTRIES

Bowlers

SKEE BALL, INC.
TROY M ENTERPRISES, INC.

Breath Analyzer

COMMUNIDYNE, INC.

Cabinets

DYNAMO CORPORATION

Cleaning Supplies

WILDCAT CHEMICAL CO.

Coin-op Model Train

R & D DISTRIBUTING CO.

Condom Units

COMMUNIDYNE, INC.
HOSPITAL SPECIALTY
MAYONI ENTERPRISES
STATUS GAME CORPORATION

Consultant

BOB SNYDER & ASSOCIATES, INC.

Dart Supplies

DART WORLD, INC.
GREAT LAKES DARTS DIST. (LASER ENTERPRISES)

Darts & Supplies

ARACHNID, INC.
MERIT INDUSTRIES, INC.
THE VALLEY CO.

Hydraulic Lifts

EAGLE LIFT
TOMMY GATE CO.

Jukeboxes

DEUTSCHE WURLITZER GMBH
LOEWEN-AMERICA, INC.
ROCK-OLA MFG. CORP.
ROWE INTERNATIONAL, INC.
SEEBURG PHONOGRAPH CORP.
VIDEOBOX NETWORKS

Kiddie Rides

CAROUSEL INTERNATIONAL
THE KIDDIERIDE EXCHANGE, INC.
RIDE DYNAMICS

Lighting

CAPITOL LIGHTING PRODUCTS

Merchandisers/ Redemption

ALTEC MANUFACTURING INC.
ATARI GAMES CORP.
BETSON ENTERPRISES
GAMEMASTERS
GRAYHOUND ELECTRONICS
HOLLYWOOD CRANES
KONAMI, INC.
KRAMER MANUFACTURING
SHOWCASE, INC.
SMART INDUSTRIES

Money Handling

ARDAC, INC.
COIN ACCEPTORS, INC.
COIN CONTROLS, INC.
COIN MECHANISMS, INC.
CUMMINS-ALLISON CORP.
EQUIPMENT SYSTEMS & DEVICES
MARS ELECTRONICS
ROWE INTERNATIONAL, INC.
SCAN COIN
TEKBILT, INC.

Novelty Games

ALTER ENTERPRISES
HEALTH INFORMATION VENDING
INNOVATIVE CONCEPTS IN ENTERTAINMENT (ICE)
JOHNSTON PRODUCTS CO.
MAYONI ENTERPRISES
MELTEC, INC.
MEYER-GILLMANN INDUSTRIES
SKEE BALL, INC.
VARI-TECH COMPANY

One-Stop

MOBILE RECORD SERVICE CO.

Parts & Supplies

ANSCOT DISTRIBUTING CO.
CONTROLS, INC.
J-S SALES CO., INC.
SHARP IMAGE ELECTRONICS, INC.
WICO CORPORATION

Pay Phones

CARD*TEL
ELCOTEL, INC.

Pinball Games

BALLY MIDWAY-SENTE
DATA EAST, INC.
PREMIER TECHNOLOGY
WILLIAMS ELECTRONICS

Pool Tables

AMERICAN SHUFFLEBOARD CO.
DYNAMO CORPORATION
THE VALLEY CO.

Redemption Merchandise

ACE NOVELTY CO.
ACME PREMIUM SUPPLY
BONITA MARIE CO.
DAN BRECHNER & CO.
ETONE
HMS MONACO ET CIE LTD.
LARAMIE INTERESTS, INC.
MARVEL TRADING CO.
MUNCIE NOVELTY CO.
NADEL & SONS TOY CORP.
NANCY SALES CO.
PMI INTERNATIONAL
PRIZES!
ROSETTE, INC.
SUPERIOR TOY AND NOVELTY CORP.

Redemption Tickets

NATIONAL TICKET CO.

Security

A-1 PRODUCTS
BATON HARDWARE/SECURITY

Sound Accessories

FRAZIER
THE MITEK GROUP

State Association

CALIFORNIA COIN MACHINE ASSOCIATION

Table Soccer

DYNAMO CORPORATION
TORNADO TABLE SOCCER, INC.

Ticket Dispensers

DELTRONIC LABS, INC.

Tokens

ROGER WILLIAMS MINT
EQUIPMENT SYSTEMS & DEVICES
TOTAL SECURITY GAME ALARMS

Shuffleboards

AMERICAN SHUFFLEBOARD CO.

Slot Machines

ALMAN ENTERPRISES
AMERICAN GAMING ENTERPRISES
FREY & FREY ENTERPRISES, LTD.

Software

ALLSTAR MUSIC, INC. (THE SILENT PARTNER)
E-SOFT SYSTEMS
INTERNATIONAL SOFTWARE SERVICES INC.
PROFESSIONAL SOFTWARE, INC.

TOY HOUSE

SCOTT NANTZ
612 N. Rampart
New Orleans, LA 70112
(504)524-8822
Toll Free
1-800-343-9990

WELCOME to Scott's TOY HOUSE of stuffed toys and premium products. We would like to have you as a future customer; therefore, we pledge our commitment to quality merchandise and service.

GRAND OPENING SPECIAL
"THE TOY HOUSE" pre-pak
Assorted Sizes 144pcs $98

For Your Plush Needs
We're Your One Stop Toy Shop
"Pre-Pak One Stop Toy Shop"
Assorted Items Are The Way To Go

Trade Publications

CANADIAN COIN BOX MAGAZINE
PLAY METER MAGAZINE
REPLAY MAGAZINE
TOURIST ATTRACTIONS PARKS MAGAZINE
VENDING TIMES

Vending

MAYONI ENTERPRISES
ROWE INTERNATIONAL, INC.

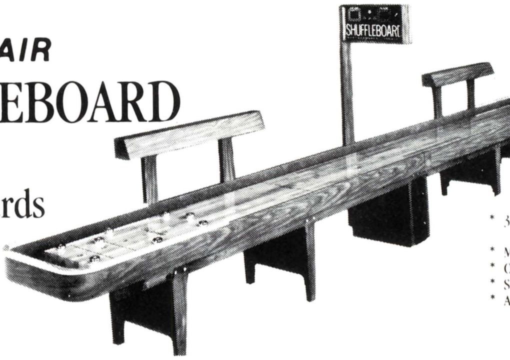
Video Card Games

AMERICAN GAMING ENTERPRISES
GRAYHOUND ELECTRONICS
KRAMER MANUFACTURING
MERIT INDUSTRIES, INC.
STATUS GAME CORPORATION
TEKBILT, INC.
U. S. GAMES

Video Games

ARCADIA SYSTEMS
ATARI GAMES CORP.
BALLY MIDWAY-SENTE
CAPCOM USA, INC.
DATA EAST, INC.
KONAMI, INC.
THE LELAND CORPORATION
MERIT INDUSTRIES, INC.
NINTENDO OF AMERICA, INC.
ROMSTAR
SEGA ENTERPRISES, INC. USA
SHARP IMAGE ELECTRONICS, INC.
SNK CORPORATION OF AMERICA
STATUS GAME CORPORATION
TAITO AMERICA CORP.
TECMO, INC.
WORLD GAMES

PLAYFAIR
SHUFFLEBOARD



Shuffleboards are back . . . and making money!!!

Dimensions:
Playing Surface:
20'8"long x 20"wide
Cabinet: 22'long x 27"wide

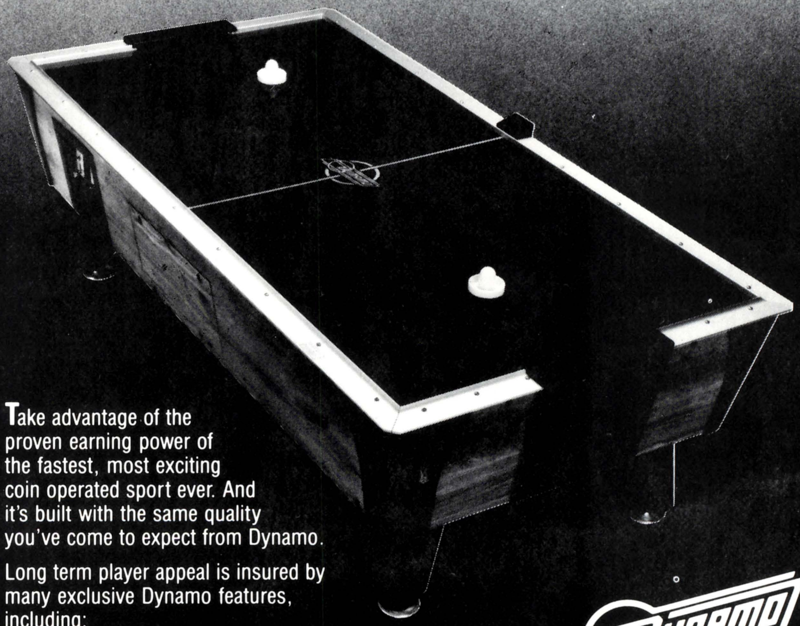
FEATURES:
- 3" Solid Maple Playing Surface with Silk-Screened Graphics
- Microprosessor Controlled
- Over-under Cash Box Doors
- Smaller 16' size available
- Available without coin doors for time rental play or home use

PLAYFAIR SHUFFLEBOARD CO., INC.

7021 Bluffton Road
Fort Wayne, IN 46819
(219) 747-7288

Fast Action Exciting Profits

Air Hockey® by Dynamo!



Take advantage of the proven earning power of the fastest, most exciting coin operated sport ever. And it's built with the same quality you've come to expect from Dynamo.

Long term player appeal is insured by many exclusive Dynamo features, including:
- Heavy duty, long-wearing laminate top for speed and player appeal. Easy to clean.
- Fastest table on the market. Premium blower and rail construction.
- All plywood cabinet design.
- Electronic scoring with digital readout.
- Easy access to electronics and all parts.

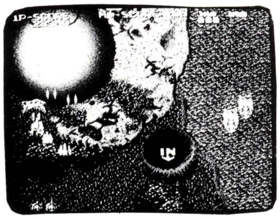
Dynamo

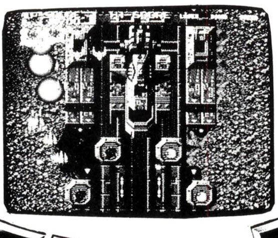
Dynamo Corporation
2525 Handley-Ederville Road
Richland Hills, Texas 76118
Toll Free (800) 527-6054
FAX (817) 284-7606

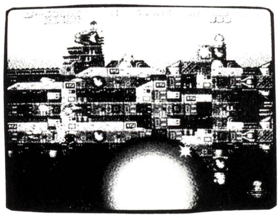
Air Hockey® is a registered trademark of Brunswick Bowling & Billiard Corporation.

DON'T BUY ANOTHER KIT!

...UNTIL YOU EXPERIENCE NICHIBUTSU'S







TERRA FORCE

TERRA FORCE FACT SHEET

Horizontal Monitor Position	Yes!
16 Action Filled Screens	Yes!
4 Difficulty Settings	Yes!
Standard JAMMA Edge Connector	Yes!
Frequent Buyers/Sellers Program	Yes!
Proven Nichibutsu Longevity	Yes!
Should You Buy One Today	Yes!

VISIT YOUR DISTRIBUTOR, OR CALL FOR THE NAME OF A LOCAL DISTRIBUTOR

Nichibutsu
Nichibutsu U.S.A. Corp.

15737 S. Garfield Ave., Unit 18,
Paramount, CA 90723

Tel: (213) 408-0515
Fax: (213) 408-0208

EXHIBITOR LIST

A-1 PRODUCTS
333 North Queen St.
Kinston, NC 28501
(919)527-8241
Security

ACE NOVELTY CO.
221 E. Cullerton
Chicago, IL 60616
(312)225-6311
Redemption Merchandise

ACME PREMIUM SUPPLY
4100 Forest Park
St. Louis, MO 63108
(800)325-7888
Redemption Merchandise

ALLSTAR MUSIC, INC. (THE SILENT PARTNER)
3441 South Park
Springfield, IL 62704
(217)793-3350
Software

ALMAN ENTERPRISES
1975 Timber Way
Reno, NV 89512
(702)329-4555
Slot Machines

ALTEC MANUFACTURING INC.
P.O. Box 20215
Reno, NV 89510
(702)323-2900
Merchandisers/Redemption

ALTER ENTERPRISES
25 Dwight Place
Fairfield, NJ 07006
(201)882-9866
Novelty Games

AMERICAN GAMING ENTERPRISES
919 Kifer Road
Sunnyvale, CA 94086
(408)738-6882
Video Card Games, Slot Machines

AMERICAN SHUFFLEBOARD CO.
210 Paterson Plank
Union City, NJ 07087
(201)865-6633
Shuffleboards, Pool Tables

ANSCOT DISTRIBUTING CO.
14253 West 11 Mile Road
Oak Park, MI 48237
(313)542-5530
Parts & Supplies

ARACHNID, INC.
6421 Material Ave.,
Rockford, IL 61132
(815)654-0212
Darts & Supplies

ARCADIA SYSTEMS
201 San Antonio Crl. Ste D-263
Mountain View, CA 94041
(415)949-5290
Video Games

ARDAC, INC.
34000 Vokes Dr.
Eastlake, OH 44094
(216)946-3000
Money Handling

ATARI GAMES CORP.
675 Sycamore Dr.
Milpitas, CA 95035
(408)434-3772
Video Games, Merchandisers/Redemption

BALLY MIDWAY-SENTE
10601 W. Belmont Avenue
Franklin Park, IL 60131
(312)451-9200
Video Games, Pinball Games

BATON HARDWARE CO./BATON SECURITY SALES
3428 W. Harvard St.
Santa Ana, CA 92704
(714)556-2440
Security

BETSON ENTERPRISES
6 Empire Boulevard
Moonachie, NJ 07074
(800)524-2343
Merchandisers/Redemption

BOB SNYDER & ASSOCIATES, INC.
20264 East Carrey Rd.
Walnut, CA 91789
(714)595-1237
Consultant

BONITA MARIE CO.
1555 Rt. 37 West, Suite 6
Toms River, NJ 08753
(201)349-1994
Redemption Merchandise

CALIFORNIA COIN MACHINE ASSOCIATION
925 "L" Street #780
Sacramento, CA 95814
(916)441-5451
State Association

CANADIAN COIN BOX MAGAZINE
833 2nd Ave. East
Owen Sound, Ontario, Canada
(519)376-9680
Trade Publication

CAPCOM USA, INC.
1283-C Mountain View
Sunnyvale, CA 94089
(408)745-7081
Video Games

CAPITOL LIGHTING PRODUCTS CORP.
159 Alexander St.
Yonkers, NY 10701
(914)969-3400
Lighting

CARD*TEL
1500 N. W. 49th St. Suite 600
Ft. Lauderdale, FL 33309
(305)491-7800
Pay Phones

CAROUSEL INTERNATIONAL CORPORATION
P. O. Box 307
Eldon, MO 65026
(314)392-7122
Kiddie Rides

COIN ACCEPTORS, INC.
300 Hunter Ave.
St. Louis, MO 63124
(314)725-0100
Money Handling

COIN CONTROLS, INC.
1000A Touhy Avenue
Elk Grove Village, IL 60007
(312)228-1810
Money Handling

COIN MECHANISMS, INC.
817 Industrial Ave.
Elmhurst, IL 60126
(312)279-9150
Money Handling

COMMUNIDYNE, INC.
636 Anthony Trail
Northbrook, IL 60062
(312)498-2444
Breath Analyzer, Condom Units

CONTROLS, INC.
1461 Lunt Ave. Unit F
Elk Grove Village, IL 60007
(312)593-6130
Parts & Supplies

CUMMINS-ALLISON CORP.
One Cummins Center
Mt. Prospect, IL 60056
(312)299-9550
Money Handling

DAN BRECHNER & CO.
31 Stewart Street
Floral Park, NY 11001
(516)437-8400
Redemption Merchandise

DART WORLD, INC.
65 Munroe St.
Lynn, MA 01901
(617)581-6035
Dart Supplies

DATA EAST, INC.
470 Needles Dr.
San Jose, CA 95112
(408)286-7074
Video Games, Pinball Games

DELTRONIC LABS, INC.
8th & Maple Avenue
Lansdale, PA 19446
(215)362-9112
Ticket Dispensers

DESIGN PLUS INDUSTRIES
737 E. Marietta Ave.
Peoria Heights,, IL 61614
(309)682-9359
Basketball Game

DEUTSCHE WURLITZER GMBH
503 W. Central, P. O. Box 792
Orlando, FL 32801
(305)423-5591
Jukeboxes

DOYLE & ASSOCIATES, INC.
P. O. Drawer 49467
Sarasota, FL 34230
(813)351-2835
Basketball Game, Baseball Games

DYNAMO CORPORATION
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
(817)589-7699
Pool Tables, Cabinets, Table Soccer

E-SOFT SYSTEMS
1276 Red Pine Circle
Baxter, MN 56401
(218)829-4743
Software

EAGLE LIFT
2401 W. Broadway
Council Bluffs, IA 51501
(712)322-1111
Hydraulic Lifts

ELCOTEL, INC.
6429 Parkland Dr.
Sarasota, FL 34243
(813)758-0389
Pay Phones

EQUIPMENT SYSTEMS & DEVICES
1401 Dreshertown Rd.
Dresher, PA 19025
(215)628-0860
Security, Money Handling

ETONE
112 Bay Street
Jersey City, NJ 07302
(201)656-0480
Redemption Merchandise

FRAZIER
Route 3, Box 319
Morrilton, AR 72110
(501)727-5543
Sound Accessories

FREY & FREY ENTERPRISES, LTD.
186 Park Lane
Middle Island, NJ 11953
(516)924-8574
Slot Machines

GAMEMASTERS
5555 Oakbrook #240
Norcross, GA 30093
(404)662-5666
Basketball Game, Merchandisers/Redemption

GRAYHOUND ELECTRONICS
Route 37 & Germania
Toms River, NJ 08753
(201)341-5200
Basketball Game, Merchandisers/Redemption, Video Card Games

GREAT LAKES DARTS DIST. (LASER ENTERPRISES)
339 W. Lincoln Ave.
Milwaukee, WI 53207
(414)643-4895
Dart Supplies

HEALTH INFORMATION VENDING
5124 France Avenue
Edina, MN 55410
(612)926-8250
Novelty Games

HMS MONACO ET CIE LTD.
135 West 20th St., 4th Floor
New York, NY 10011
(212)691-9000
Redemption Merchandise

HOLLYWOOD CRANES
714 Third St. J
Altoona, PA 16601
(814)946-4040
Merchandisers/Redemption

HOSPITAL SPECIALTY
7501 Carnegie Ave.
Cleveland, OH 44103
(216)361-1230
Condom Units

INNOVATIVE CONCEPTS IN ENTERTAINMENT (ICE)
590 Young St.
Tonawanda, NY 14150
(716)693-9535
Novelty Games

INTERMARK AMUSEMENTS, INC.
7898 E Acoma #104
Scottsdale, AZ 85260
(602)948-7707
Basketball Game

INTERNATIONAL SOFTWARE SERVICES INC.
7311 B Grove Rd.
Frederick, MD 21701
(301)695-6300
Software

J-S SALES CO., INC.
5 South Fulton Avenue
Mt. Vermon, NY 10550
(914)668-8051
Parts & Supplies

JOHNSTON PRODUCTS CO.
627 15th Avenue
East Moline, IL 61244
(309)755-5021
Novelty Games

THE KIDDIERIDE EXCHANGE, INC.
1203 5th Avenue
Rock Island, IL 61201
(309)788-0135
Kiddie Rides

MARDI GRAS PLUSH

JUMBO CRANE PLUSH
$2.00 $2.50 $3.00 $3.50

DELUXE JEWELRY PRE-PAK
Rotary Merchandisers and Skill Dozers

SPECIAL: Lounge & Nite Club Pak
Guaranteed to Increase Weekly Gross by 10% - 30%

- No More than 3 Identical Items per Gross
- You Choose the Average Price Per Item $.70 $.80 $.90 $1.00
- Same Day Shipments
- Mix Changes Daily
- Special Holiday Paks
- We Accept Visa and MasterCard

MARDI GRAS PLUSH
4819 Downman Road
New Orleans, LA 70126
In LA 504-246-0419
Outside LA 800-443-9918

PRE-PAK CRANE PLUSH

KONAMI, INC.
815 Mittel Dr.
Wood Dale, IL 60191
(312)595-1443
Video Games, Merchandisers/Redemption

LARAMIE INTERESTS, INC.
11300 S. Post Oak, Suite 205
Houston, TX 77035
(713)723-2809
Redemption Merchandise

THE LELAND CORPORATION
1841 Friendship Dr.
El Cajon, CA 92020
(619)562-7000
Video Games

LOEWEN-AMERICA, INC.
5207 N. Rose
Chicago, IL 60656
(312)992-2280
Jukeboxes

M. KRAMER MANUFACTURING CO., INC.
1100 Towbin Avenue
Lakewood, NJ 08701
(201)367-7810
Video Card Games, Merchandisers/Redemption

The results are in: *"Knock Down is a knockout!"*

"Best earner I've ever put on the floor"
Richard McCluskey, Chuck E. Cheese, Portland, OR

"Everybody enjoys it—appeals to all ages"
John Krantz, Jr, Adventureland, Des Moines, IA

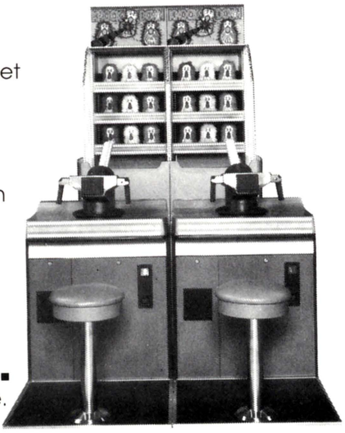
"Near the top every week"
Dave Roberts, Nickels & Dimes, Dallas, TX

Colorful cats get attention, easy-to-win operation guarantees repeated play. Result? Consistent revenues long after the latest fad has faded.

- Adjustable operation
  - ...number of balls
  - ...coinage
  - ...ticket dispensing
- Automatic target reset
- 14' or 16' models
- Low maintenance, long life

To start knocking down higher profits in your location.
Call: **(800) 356-4777**.
In CA: **(408) 923-1302**.
FAX: **(408) 923-0835**.

meltec, inc.
1550-B Las Plumas Ave.
San Jose, CA 95133



MARS ELECTRONICS
1301 Wilson Dr.
West Chester, PA 19380
(215)430-2615
Money Handling

MARVEL TRADING CO.
212 5th Ave., Suite 1303
New York, NY 10010
(212)689-7690
Redemption Merchandise

MAYONI ENTERPRISES
10340 Glen Oaks Blvd.
Pacoima, CA 91331
(818)899-2488
Condom Units, Novelty Games, Vending

MELTEC, INC.
1550 B Las Plumas Ave.
San Jose, CA 95133
(408)923-1302
Novelty Games

MERIT INDUSTRIES, INC.
2525 State Road
Bensalem, PA 19020
(215)639-4700
Video Card Games, Darts & Supplies, Video Games

MEYER-GILLMANN INDUSTRIES
3280 Victor St.
Santa Clara, CA 95054
(408)980-0661
Novelty Games

THE MITEK GROUP
One Mitek Plaza
Winslow, IL 61089
(815)367-3000
Sound Accessories

MOBILE RECORD SERVICE CO.
2716 Penn Avenue
Pittsburgh, PA 15222
(412)391-8182
One-Stop

MUNCIE NOVELTY CO.
P.O. Box 823
Muncie, IN 47308
(317)288-8301
Redemption Merchandise

NADEL & SONS TOY CORP.
915 Broadway
New York, NY 10010
(212)254-1677
Redemption Merchandise

NANCY SALES CO.
22 Willow St.
Chelsea, MA 02150
(617)884-1700
Redemption Merchandise

NATIONAL TICKET CO.
1650 Broadway
New York, NY 10019
(212)757-1426
Redemption Tickets

NINTENDO OF AMERICA, INC.
4820 150th Avenue N.E.
Redmond, WA 98052
(206)882-2040
Video Games

PLAY METER MAGAZINE
6600 Fleur de Lis
New Orleans, LA 70124
(504)488-7003
Trade Publication

PMI INTERNATIONAL
6903 Sunbelt Drive
San Antonio, TX 78265
(512)829-4111
Redemption Merchandise

POP-A-SHOT, INC.
P. O. Box 1073
Salina, KS 67402
(913)827-6229
Basketball Game

PREMIER TECHNOLOGY
759 Industrial Drive
Bensenville, IL 60106
(312)350-0400
Pinball Games

PRIZES!
5305 Production Dr.
Huntington Beach, CA 92649
(800)992-2388
Redemption Merchandise

PROFESSIONAL SOFTWARE, INC.
1804 Hwy. 45 By-Pass, Suite 115
Jackson, TN 38305
(901)668-1423
Software

R & D DISTRIBUTING CO.
706 East Hendricks Blvd.
South Plainfield, NJ 07080
(516)731-8900
Coin op Model Train

REPLAY MAGAZINE
P. O. Box 2550
Woodland Hills, CA 91365
(818)347-3820
Trade Publication

RIDE DYNAMICS
315 E. Eisenhower Pkwy.,Suite 11
Ann Arbor, MI 48108
(313)665-8917
Kiddie Rides

ROCK-OLA MFG. CORP.
313 So. Rohlwing Rd.
Addison, IL 60101
(312)629-9200
Jukeboxes

ROGER WILLIAMS MINT
79 Walton St.
Attleboro, MA 02703
(617)226-3310
Tokens

ROMSTAR
3043 Kashiwa Street
Torrance, CA 90505
(213)539-2744
Video Games

ROSETTE, INC.
P. O. Box 2325
Bala Cynwyd, PA 19004
(215)668-8392
Redemption Merchandise

ROWE INTERNATIONAL, INC.
75 Troy Hills Road
Whippany, NJ 07981
(201)887-0400
Vending, Jukeboxes, Money Handling

SCAN COIN
203 Elden Street
Herndon, VA 22070
(703)471-6510
Money Handling

SEEBURG PHONOGRAPH CORP.
1105 Westwood Ave.
Addison, IL 60101
(312)543-1270
Jukeboxes

SEGA ENTERPRISES, INC. USA
2149 Paragon Drive
San Jose, CA 95131
(408)435-0201
Video Games

SHARP IMAGE ELECTRONICS, INC.
8000 Wheatland Ave. #C
Sun Valley, CA 91352
(818)767-8855
Video Games, Parts & Supplies

SHOWCASE, INC.
1781 Independence Blvd. #4
Sarasota, FL 33580
(800)642-7263
Merchandisers/Redemption

SKEE BALL, INC.
8th & Maple Streets
Lansdale, PA 19446
(215)362-0300
Bowlers, Novelty Games

SMART INDUSTRIES
1626 Deleware
Des Moines, IA 50317
(515)265-9900
Merchandisers/Redemption, Basketball Game

SNK CORPORATION OF AMERICA
245 Sobrante Way
Sunnyvale, CA 94086
(408)736-8844
Video Games

STATUS GAME CORPORATION
56 Budney Rd.
Newington, CT 06111
(203)666-1960
Condom Units, Video Games, Video Card Games

SUPERIOR TOY AND NOVELTY CORP.
1117 W. 8th Street
Kansas City, MO 64101
(816)842-2653
Redemption Merchandise

TAITO AMERICA CORP.
660 So. Wheeling Rd.
Wheeling, IL 60090
(312)520-9280
Video Games

TECMO, INC.
18010 S. Adria Maru Lane
Carson, CA 90746
(213)329-5880
Video Games

TEKBILT, INC.
2517 Wyandotte Rd.
Willow Grove, PA 19090
(215)657-8585
Money Handling, Video Card Games

TOMMY GATE CO.
P. O. Box 8
Woodbine, IA 51579
(800)543-8428
Hydraulic Lifts

TORNADO TABLE SOCCER, INC.
Rt. 3, Box 334
Ft. Worth, TX 76140
(817)483-6646
Table Soccer

TOTAL SECURITY GAME ALARMS
P. O. Box 55010
Seattle, WA 98155
(206)625-9233
Security

TOURIST ATTRACTIONS PARKS MAGAZINE
401 No. Broad
Philadelphia, PA 19108
(215)929-9744
Trade Publication

TROY M ENTERPRISES, INC.
P.O. Box 216
Blacklick, OH 43004
(614)863-1795
Bowlers

U. S. GAMES
4025 Pleasantdale Rd. Ste. 230
Atlanta, GA 30340
(404)441-2910
Video Card Games

THE VALLEY CO. (A SUBSIDIARY OF KIDDE, INC.)
333 Morton St.
Bay City, MI 48706
(517)892-4536
Darts & Supplies, Pool Tables

VARI-TECH COMPANY
4520 Spartan Industrial Dr.
Grandville, MI 49418
(616)538-4088
Novelty Games

VENDING TIMES
545 Eighth Ave.
New York, NY 10018
(212)714-0101
Trade Publication

VIDEOBOX NETWORKS
944 Park Ave.
New York, NY 10028
(212)288-3190
Jukeboxes

WICO CORPORATION
6400 W. Gross Point
Niles, IL 60648
(312)647-7500
Parts & Supplies

WILDCAT CHEMICAL CO.
1349 E. Seminary Dr.
Ft. Worth, TX 76115
(817)924-8321
Cleaning Supplies

WILLIAMS ELECTRONICS
3401 N. California
Chicago, IL 60618
(312)267-2240
Pinball Games

WORLD GAMES
7046 Sophia Street
Van Nuys, CA 91406
(818)904-0975
Video Games

NEW PRODUCTS

Draw 80

SMS Manufacturing has brought back a true original, the famous video poker *Draw 80.*

Production of *Draw 80* (first manufactured by I.G.T.) was discontinued some years ago but SMS has purchased all rights to the game. The SMS *Draw 80* is not a reproduction but the *original* game.

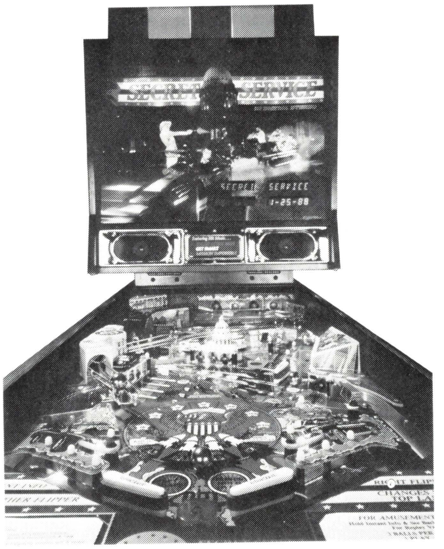
Features include a monitor mask mounted directly to the cabinet, flashing lights for the winning hand, easy release plexi face glass, Wells Gardner 13-inch color monitor, dual anti-cheat coin mechanisms, and dual locks.

The control panel is constructed of heavy duty stainless steel and all parts, including the PC board, are totally interchangeable with all existing *Draw 80's.* Dimensions are 63 inches high, 24 inches deep, and 26 inches wide.

Skill points are awarded for various poker hands. Play is set at 25-cents and the game accepts one to eight coins. There is a rear service door and enclosed cash box.

For more information, or distributor referral, write SMS Manufacturing Corp., 601 Prospect St., Lakewood, NJ 08701; 800/221-0138 or (201) 370-3030.

DRAW80POKER
POINTS 0138
AMUSEMENT ONLY
25¢



Secret Service

Data East Pinball introduces its second pinball entry, *Secret Service,* a game that features long shots, a ball eating target, challenging ramps, and an industry first--instant two ball and three ball play.

The backglass, sound effects, and speech of *Secret Service* are cinema quality. The playfield has a molded capital building and a powerful light show that gives a jackpot effect and keeps player interest high.

Secret Service offers true digital stereo and features the hit music from television programs "Mission Impossible" and "Get Smart." Other well-known spy themes are heard, such as "Secret Agent Man" and "Nobody Does It Better."

In addition, the game has automatic switch testing, an all plywood cabinet, and custom message entry.

For more information, or distributor referral, write Data East Pinball, Inc., 1990 Janice Ave., Melrose Park, IL 60160; (312) 345-7700.

Free Kick

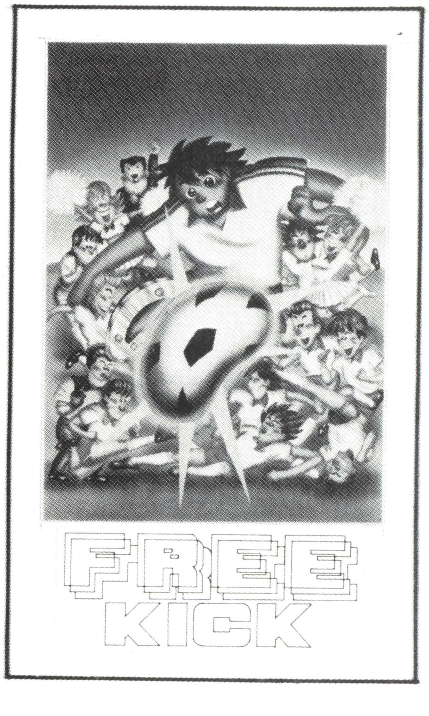
One-or two-players can enjoy soccer competition with Merit's newest video offering, *Free Kick,* that features 64 action packed stages and screen changes.

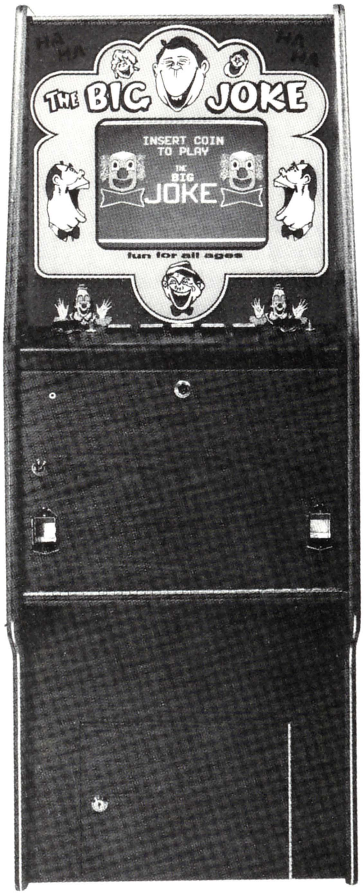
Free Kick, exclusively licensed from Nihon System, uses an Arkanoid-type controller. The object of the game is to deflect a bouncing soccer ball past a field of opposing players and score goals. As the ball strikes opponents, they are wiped off the screen.

Players guard their goal with a paddle-type defender and can apply "English" to the ball to maneuver trick shots. Playfield patterns change and power capsules add novel special effects. There are unique free kick scoring opportunities and an animated halftime show every four screens.

Free Kick is available as a vertical kit with standard JAMMA interface and easy installation, and is compatible with cocktail tables. The kit comes with PCB harness, rotary controller, buttons, and graphics. It comes in dedicated cabaret or Merit's countertop system, *Supertop.*

For more information, or distributor referral, write Merit Industries, 2525 State Road, Bensalem, PA 19020; 800/523-2760 or (215) 639-4700.





The Big Joke

Grayhound Electronics has developed a new amusing video, *The Big Joke*, available in a wide choice of cabinet styles to suit any location. It comes in dedicated form or complete conversion kits.

The Big Joke can be a countertop model, cocktail, or upright. Retrofit kits quickly convert existing Grayhound games to this new one. There are customized joke categories for each location. A large selection of game play options are included.

In each round players see part of a joke on the screen and have a chance to choose from three possible answers. They are offered a chance to beat top scores for a free replay.

The Big Joke can accommodate either a vertical or horizontal monitor.

For more information, or distributor referral, write Grayhound Electronics, Inc., Rt. 37 & Germania Station Road, Toms River, NJ 08753; 800/222-0491 or (201) 341-5200.

Escape from the Lost World

Three dimensional special effects dominate the prehistoric playfield of *Escape from the Lost World*, Bally's newest pinball. Craters, rocks, and other realistic obstacles are found on the playfield and there's a unique Bridge of Gold skill shot feature.

Players find themselves lost in a time forgotten crater peppered with golden treasures. To escape players must open the Escape Gate by hitting three Dino-Egg drop targets, then climb to the second level by taking the mystery path or shooting into the center cave.

A third flipper is set up for a shot across the Bridge of Gold leading to the volcano, which erupts as the fourth flipper is set up for the big escape shot. Players race against time to escape before the gate is closed, thereby collecting big treasure.

All new diagnostics make meter readings and game adjustments easy and conform to standardization committee guidelines. The hinged playfield means ease of servicing.

For more information, or distributor referral, write Bally Midway Manufacturing Co., 10601 W. Belmont Ave., Franklin Park, IL 60131; (312) 451-9200.

Bally
ESCAPE FROM THE
LOST WORLD

DATA EAST
VIGILANTE
VIGILANTE
VIGILANTE

Vigilante

Data East introduces a street fighting video, *Vigilante*, available as both a kit and a dedicated game.

Vigilante is a horizontal monitor game that brings the excitement and strategy of a real street fight to the video screen. The player becomes a vigilante fighting thugs and deadbeats to save his true love, Madonna.

Vigilante is a generic horizontal kit and is also available as a competitively priced upright. Both the kit and upright versions come complete with specially designed *Vigilante* side decals, logo plex, control overlay, monitor card, joystick, and buttons.

For more information, or distributor referral, write Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7074.

Lotto Fun

Betson Enterprises has started production of *Lotto Fun*, a coin-operated version of the popular lottery game.

In *Lotto Fun* the player inserts one or more coins to play the game of their choice. The operator may adjust offered games, pricing, and awards on all games.

The player inserts the proper coinage for the chosen game, starts, and a lottery card appears with a marking pencil. The player directs the joystick to his choice number and pushes the button to enter this selection. When the proper amount of numbers are selected or time elapses (then the computer selects remaining numbers) game action begins.

Balls begin entering a mixing chamber and begin bouncing. A chamber gate can be opened to allow balls to escape. If the exiting balls match the player's selections, tokens or tickets are won.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; 800/524-2343 or (201) 440-2200.

The Gypsy
Mr. Vend

Gypsy

The classic fortune telling machine has received a new high-tech look in Mr. Vend's *Gypsy*, an impulse novelty game that features a crystal ball with a full spectrum of flashing, colored lights.

Once the customer touches the ball it *talks* back and instructs the customer to "give me a quarter, and I'll tell your fortune." After the quarter is dropped it says, "look into my eyes," and the gypsy's eyes light up followed by a fortune reading on a lit LCD screen.

Gypsy has a built-in security system, state-of-the-art coin mechanism, and a new cash box that holds up to $375. A special pedestal decorated with zodiacs and stars completes the unit.

For more information, write Mr. Vend, 9582 Topanga Canyon Blvd., Chatsworth, CA 91311; 800/877-8363 or (818) 718-6061.

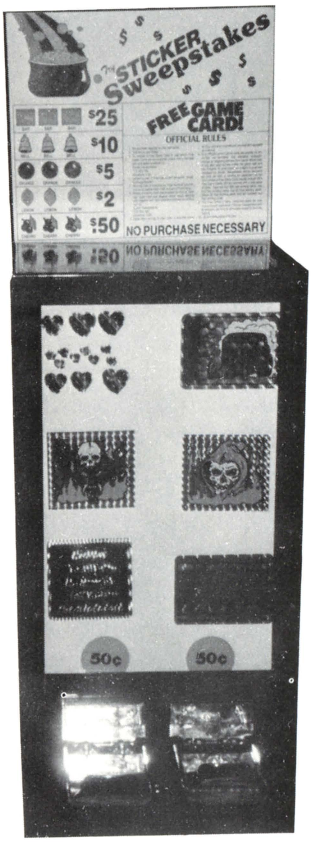
Sweepstakes

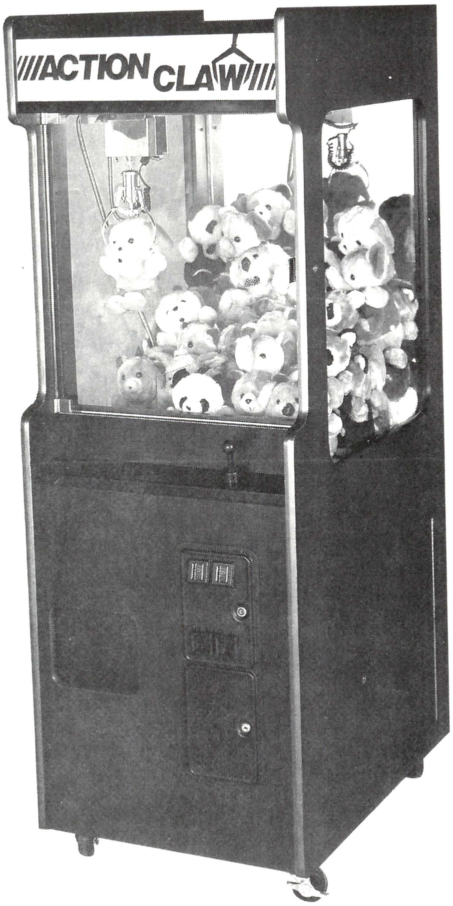
Entertainment Enterprises has developed *Sticker Sweepstakes*, an eye-catching vending unit that dispenses novelty stickers plus free sweepstakes game cards.

Sticker Sweepstakes stocks a broad selection of popular stickers and the winning game cards are good for cash prizes ranging from 25-cents to 50-cents. There is no purchase needed to play the sweepstakes game and sweepstakes are subject to individual state laws. Official rules are right on the machine.

The unit is made of solid steel with a large, high-security coin box, and an American-made coin mechanism. In addition, the company offers a sales-building point-of-purchase display as well as separate supplies of stickers-plus-game-cards for location owners who already have a sticker machine.

For more information, write Entertainment Enterprises, Ltd., 25 Hutcheson Place, Lynbrook, NY 11563; (516) 593-5050.





Action Claw

Betson Enterprises adds another crane to its line of merchandising equipment with *Action Claw*, a unit made in the U.S. and featuring the same Belgium claw as the company's best selling *Big Choice*.

Action Claw has simple two-way operation, American-made coin mechanisms, and button or joystick controls.

The cabinet is all solid tongue and groove plywood construction. The viewing area has one-quarter-inch plate glass. There is a large prize capacity, oversized storage area in the bottom of the cabinet, and separate locked metal cash box. Dimensions are 74.5 inches high, 25.5 inches wide, and 36 inches deep.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; 800/524-2343 or (201) 440-2200.

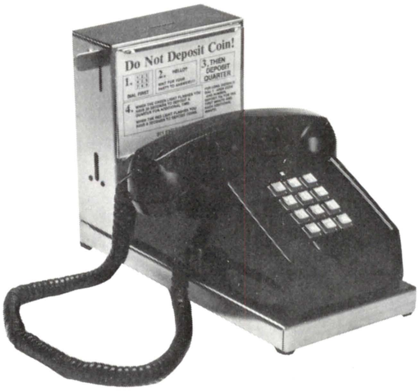
Table Top Phone

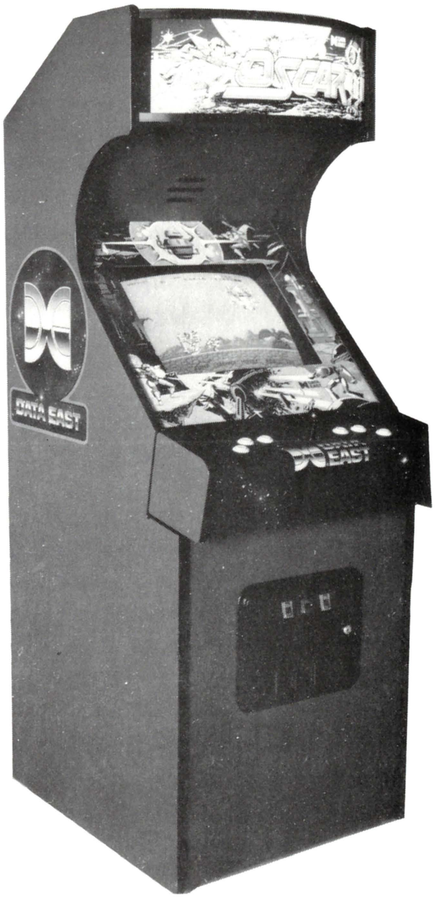
ORPCO Communications adds the *Telly Table Top Phone* to its family of coin operated telephones.

The *Telly Table Top Phone* is a local-only phone that connects to a regular business line. When a customer inserts a quarter, the phone provides voice amplification. The phone doesn't charge for call completion, but for the ability of the called party to hear the caller.

This is one way around the FCC Part 68 ruling for pay telephones as there are no regulations regarding amplification.

For more information on this model, and others in the ORPCO line, call ORPCO Communications, Inc., 4125 Sunset Dr., Spring Park, MN 55384; (612) 471-0127.





Oscar

Imagine you are a space cop fighting off machine-like creatures trying to overthrow the planet, and you have the premise of Data East's newest kit, *Oscar*.

A generic horizontal kit, *Oscar* provides the player with weapons that include ground missiles, grenades, jumping power, gun cannons, and the indestructible Psycho Control Unit that helps him combat eight different stages of mechanical enemies.

Oscar comes complete with PC board, graphics package, joystick, and buttons. It is also available as an upright unit.

For more information, or distributor referral, write Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7074.

NEW 1988

NEW 1988

GRAYHOUND'S
ALL METAL
SKILL CRANES

The "TOUGH LOCATION" Money Maker

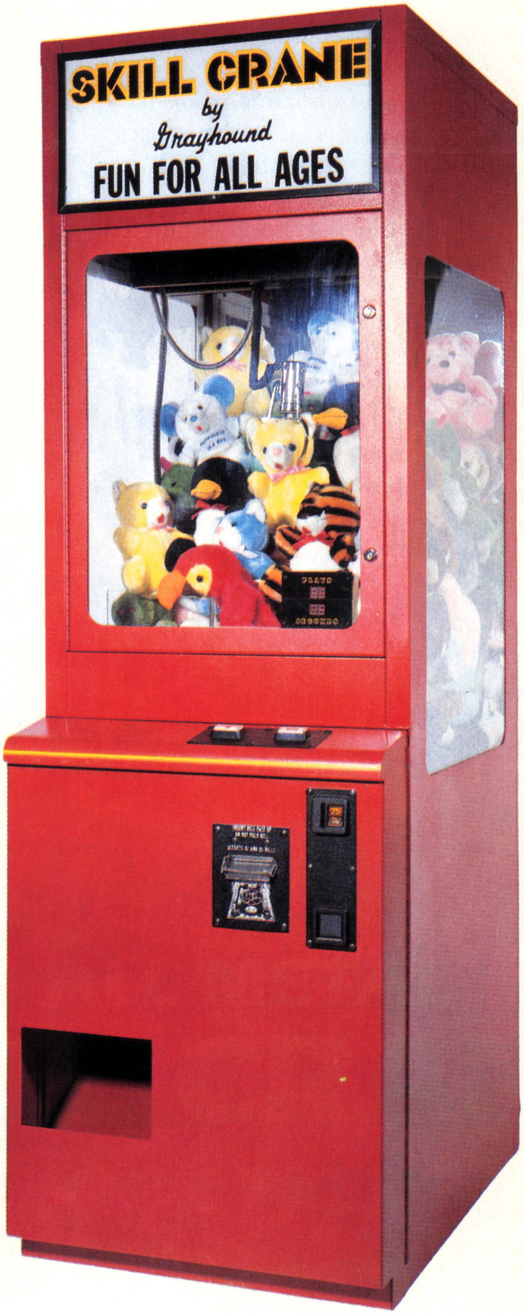
ALL PURPOSE

ALL WEATHER

ALL CONDITIONS

...and Keeps On Clicking

The TOUGH GUY



FEATURES

- ALL METAL CABINET CONSTRUCTION
- BILL ACCEPTOR
- ROLLING LOCKING WHEELS
- SPECIAL CLAW ...better percentage
- JOY STICK OR BUTTON
- UNBREAKABLE VIEWING GLASS
- GAME PLAY OPTION 25¢, 50¢, $1.00 per game play

Heigh - 78"
Width - 24½"
Depth - 34¼"

GEI GRAYHOUND ELECTRONICS, INC.

(not affiliated with The Greyhound Corp.)
Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08753
Toll Free 1-800-222-0491 • in New Jersey 1-201-341-5200

TRADE ACCESSORIES

Clear Capsules

Bonita Marie Co. has developed a flexible, clear plastic "Peanut" capsule especially designed for holding jewelry and other prizes for cranes.

Measuring four inches long and three inches in diameter, the capsules can hold watches, an open jewelry box, lighters, and other items. This makes it possible to use items too fragile to physically work in a crane. The capsules can be used alone for bulk loading or mixed with plush and other prizes for a greater variety and player appeal.

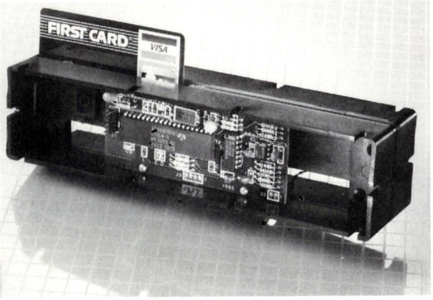
Each capsule self-locks and will not open while in the crane. There are edges and ridges on the capsule, making it easily captured by a crane's claw. Colored, transparent capsules are also available.

For more information, write Bonita Marie Co., 1555 Rt. 37 W. Ste. 6, Toms River, NJ 08753; (201) 349-1994.

Card Reader

Coin Controls, Inc. introduces the 6000 Series, a line-powered swipe-type magnetic stripe card reader with a difference. A highly reliable digitally decoded magnetic head.

Compared to conventional card readers, the 6000 Series is designed to be consistently more reliable, to last longer, to be more easily incorporated into a customer's system; and most importantly, to read even dirty, warped, or worn cards.



This precision model is built to withstand rugged use and will perform reliably for over a million passes. The 6000 Series reads magnetically encoded data from cards with either high or low coercivity magnetic stripes. The swipe reader is available in all ANSI/ISO track combinations for both standard and custom encoding densities and exceeds ANSI/ISO jitter specs.

The serial outputs include real-time or buffered Bit and Strobe and TTL-level ASCII. The Coin Controls swipe card reader is TTL/CMOS compatible and designed in eight standard body configurations for directly mounting into OEM systems. The card reader is also available in the 7000 Series, an insert reading model.

For more information, write Ellen Evans, Market Manager, Coin Controls Inc., 1000A Touhy Ave., Elk Grove Village, IL 60007; (312) 228-1810.

Brandt Bulletin

1205
BRANDT

Brandt, Inc.'s newest bulletin highlights the Model 1205 high-speed coin sorter that utilizes photocell counting to handle up to 725 U.S. dimes per minute with state-of-the-art accuracy, and also features adjustable sorting gates for easy setup of a wide range of coins and automatic shutdown when processing is completed.

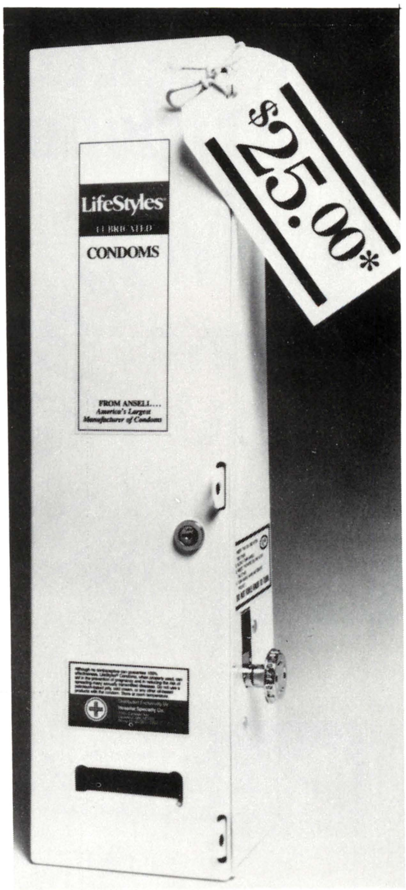
Brandt's bulletin also details the standard and expanded electronics packages that can be selected for Model 1205, complete specifications and such options as a 20 column impact printer, remote batch total display, and an interface to a Brandt Cash Settlement System.

To receive a copy of the Brandt bulletin, contact your local Brandt representative or John Angove, Director of Marketing, Brandt, Inc., 1750 Woodhaven Drive, Bensalem, PA 19020, (215) 638-3600.

Purchase Program

Hospital Specialty makes the purchase of a LifeStyles Condom Vendor affordable for any vending operator.

The "$25 LifeStyles Condom Vendor" program consists of the American-made



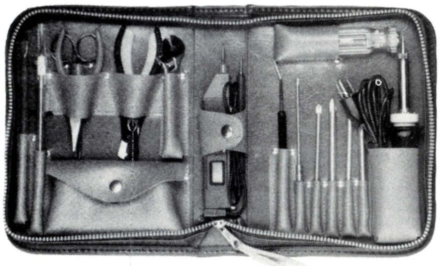
LifeStyles HG-80 Condom Vendor along with one gross (144) of LifeStyles Condoms. This package normally lists for $169; but, after the 144 condoms are vended for one dollar each, the final cost for the vendor is only $25. Quantity purchases of vendors will result in even greater savings.

The vendor is guaranteed for one full year (except for vandalism) and may be purchased with either 50 cent, 75 cent, or one dollar coin mechanisms. The LifeStyles condom packages include easy-to-follow instructions in English and Spanish.

For more information, write Hospital Specialty Co., 7501 Carnegie Ave., Cleveland, OH 44103, 800/321-9832 or (216) 361-1230.

JTK-6 Tool Kit

Jensen's JTK-6 Tool Kit (The Mean Little Kit) is a compact collection of 24 electronic tools in a 7x9x2 inch deluxe padded zipper case, a well-known Jensen standard offered now for $89.



Engineered for dismantling and basic servicing of electronic equipment, the kit contains seven screwdriver sizes, four-inch adjustable wrench, two pair of pliers, wire stripper, knife, alignment tool, rule, hex key set, scissors, burnisher, soldering iron solder aid, fork and hood, and more. The case is designed to hold an optional Beckman Probe-Meter, also available from Jensen.

For more information and a free catalog, write Jensen Tools Inc., 7815 S. 46th St., Phoenix AZ 85044; (602) 968-6241.

Software Package

Spacesaver Software Systems (formerly Unik Associates) has developed a new microcomputer software package for automatic purchasing/requisition ordering.

The software is intended for use in any stock room environment or anywhere else there is a need for monitoring stock depletion and for automatic reordering.

Fully updated to reflect six years of successful field use at 200 companies in the United States, Canada, and Europe, the system has several options available. These include: bar coding, automation equipment interfaces, and networking with other factory automation systems. Factory training, continuous support and updates are included in the purchase price.

The software package features pull down menus with windows to eliminate multiple screens. A window appears on the same screen to enter parts, vendors, special tools, and other notations. Variable field lengths allow for more data entry. Data never has to be entered more than once.

The purchasing/requisition system features Vendor File (name, code, address, etc.); Inventory File (part name and number, reorder point, max. inventory level, lead time, cost and other data); and Purchase Order File (date, vendor code, PO number, quantity ordered, quantity received, due date). It automatically produces requisitions or purchase orders.

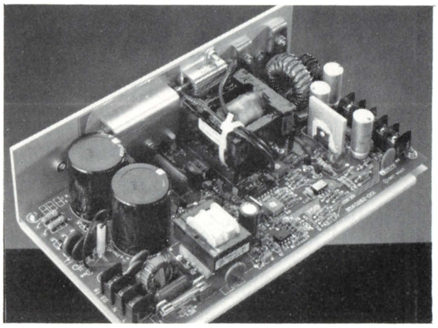
The software can generate the following reports: Inventory on Hand, Inventory Location, Reorders, Activity, Parts Usage, Charge Account Listing, Open and Closed Purchase Orders. The package, which can interface with material handling and storage equipment, is priced at $2,995. A demonstration disk and instruction manual is available for $25.00.

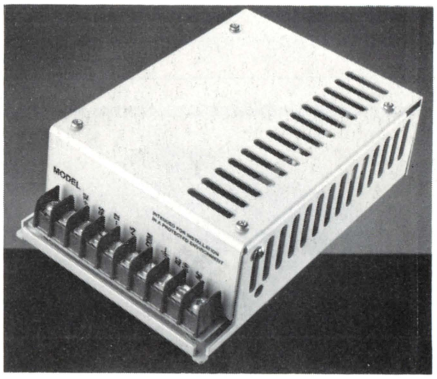
For more information, write Mary Bunzel, Sales and Customer Representative, Spacesave Software Systems, 12545 W. Burleigh Road, Brookfield, WI 53005; (414) 782-5130.

Switching Power Supplies

Wells-Gardner has acquired a high technology power supply company and introduces a new line of switching power supplies.

Wells-Gardner Electronics, one of the largest U.S. suppliers of CRT displays and touch screens, now provides the OEM market with compatible monitors and power supplies for system applications.



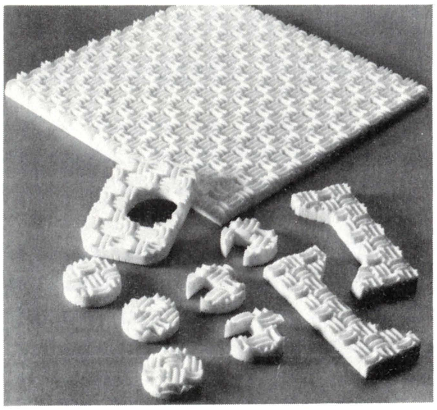


The initial product series includes the Tron Series (triple output, 30W, 70 degree C); Gamma Series (dual output, 138W, industry standard); and Delta Series (triple output, 60W, enclosed).

For more information on this new line of equipment, write Wells-Gardner Electronics Corp. 2701 N. Kildare Ave., Chicago IL 60639; (312) 252-8220.

Acoustical Material

Illbruck has announced a new acoustical material, MiniSONEX 1, which helps OEM manufacturers reduce noise within equipment and machines while meeting tough UL 94-VO requirements for safety, even in hot environments.



Based on SONEX acoustical foam's patented shape, MiniSONEX 1 offers proven SONEX sound control technology to engineers who face tight space restrictions and high temperatures.

MiniSONEX 1 is a melamine-based acoustical foam that offers significantly better heat and flame resistance than UL HF-1 rated foams. MiniSONEX 1 will safely withstand a constant temperature of 150 degrees C (302 degrees F) and intermittent temperatures of 250 degrees C (482 degrees F).

MiniSONEX 1 can be die cut, fabricated as custom parts, or laminated to other materials to meet individual OEM specifications. The material is perfect for office equipment, computers, small machinery, vehicles, and light industrial equipment.

For more information, write Illbruck, OEM Sales Dept., 3800 Washington Ave. N, Minneapolis, MN 55412; (612) 521-3555.

No-Frills Flip Display

The Industrial Products Division of IEE, manufacturer of electronic displays and keyboards, adds a comprehensive line of low-cost, 5x7 dot matrix, intelligent vacuum fluorescent display modules to its list of products.

Designated as the No-Frills FLIP product line, these displays are ideal for high-volume OEM applications such as pay telephones, test equipment, point-of-sale terminals, and security systems. Eight models are available in a variety of formats ranging from one line of 16 characters to two lines of 40 characters.

The No-Frills family shares many of the convenient features of the standard IEE FLIP line. An on-board microprocessor controller handles all scan, refresh, and data I/O tasks, permitting easy interface to an eight-bit ASCII parallel data bus. For RS-232 level serial operation, an optional No-Frills serial data converter module is available.

These low-cost modules display 96 upper and lower-case letters, numbers, and symbols. Display characters are a bright, pleasant blue-green color. A wide spectrum of color filters is available to fit almost any application.

For more information, write IEE, Industrial Products Division Sales Office, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext 418.

Exidy inc.

Kits, Dedicated & Parts Available For

Crossbow Crackshot

Combat Cheyenne

and Hit & Miss

EXIDY INC

5122 Calle del Sol

Santa Clara, CA 95050

(408)496-6466

The Jukebox 100 years
MAKE YOUR SELECTION BELOW
A B C D E F G H I J
1 2 3 4 5 6 7 8 9 10

Florida Amusement Vending Association

1988 Music & Games Show

April 20-24

OMNI International Hotel

& Expo Center

ORLANDO, FLORIDA

The Largest State Tradeshow!

For any information contact:

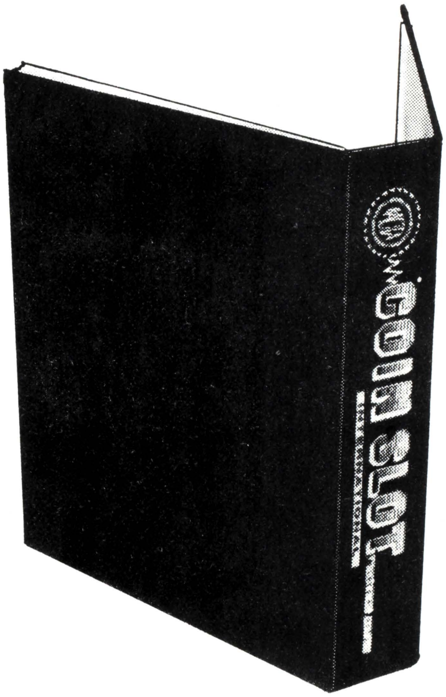
FAVA/Kathey Fanning

P.O. Box 13089/Tallahassee, FL 32308

(904) 878-3134

*advertising available in program book

THE WORLD'S ONLY 'STUDY AT HOME' TECHNICAL COURSE FOR COIN MACHINE SERVICE MEN!



463 pages packed with information from how to wire a plug to how micro-processor controlled games work.

***$150** inclusive of airmail postage and packing.*

The course is a three-year study promoted by the British coin machine newspaper *Coin Slot* and sponsored by the UK's amusement machine trade association *B.A.C.T.A.* It has been validated by the *City and Guilds of London Institute* and examinations based on the course are held in the UK annually.

Limited quantities of the course are available.

Checks should be sent to: Coin Slot Technical Course, P.O. Box 57, Daltry Street, Oldham, Lancashire OL1 4BB, United Kingdom.

DIRECTORY UPDATE

Alter-Brechner, Ltd.
011-201-882-98665
FAX 011-201-808-9612 Product line: Sale and distribution of merchandise and plush in the international market.

Apollo Amusements
1601 E. Grand Ave.
Des Moines, IA 50316
(515) 262-0931
Product line: Repair and service of coin-op machines and kit installation.

Betson Pacific
(formerly Phoenix Coin-Op)
2300 Black Canyon Hwy.
Phoenix, AZ 85009
(602) 233-0190
Manager: Sal DeBruno
Vending Manager: John Reckas
Head Technician: Greg Hungerford
Parts Manager: Joe Scholz
Warehouse Supervisor: John Wright
Representing: American Shuffleboard, Arachnid, Ardac, Atari, Automatic Products, Bally Midway, Bally Sente, Coinco, Data East, Dynamo, Exidy, Grayhound, ICE, Konami, Leland, Mars, Memetron, Merit, Monroe, RMI, Nintendo, Romstar, Samsung, Sega, Sun, Taito, Tecmo, Tradewest, U.S. Coffee, Vendo/USI, Williams.

Betson Pacific Distributing Co.
375 Oyster Point Blvd.
South San Francisco, CA 94080
(415) 952-4220
President: Peter Betti
Controller: Bob Sanchez
Director of Marketing: John Lotz
Branch Manager: Ron Carrara
Sales: John Schnider
Sales: Will Laurie
Representing: Coinco, Data East, Dynamo, Exidy, Grayhound, Konami, Leland, Mars, Memetron, Merit, Premier, Romstar, Rowe Music & Vending, Sega, Sharp ovens, Sun, Tecmo, TKW Vendo, Williams.

C.A. Robinson, & Co., Inc.
180 Utah Ave.
South San Francisco, CA 94080
(415) 871-4280
President: Ira Bettelman
Vice President: Sandy Bettelman
Vending Sales: Richard Rice
Amusement Sales: Ted Grosklos
Representing: Arachnid, Atari, Bally Midway, Bally Sente, Capcom, Coin-It, Data East, Dynamo, Exidy, Grand Products, Konami, Leland, Memetron, Merit, Nintendo, Premier, Romstar, Seeburg, Sega, Sun, Taito, Tecmo, Tradewest, Valley, Wedges/Ledges, Williams.

Cleveland Coin Machine Exchange
37703 Schoolcraft Road
Livonia, MI 48150
(313) 464-1110
Branch Manager: Tom Stewart
Representing: American Hand Dryer, American Shuffleboard, Arachnid, Ardac, Atari, Automatic Products, Betson cranes, Bob's Space Racers, Capcom, Creative Fixtures, Data East, Downey Johnson, Exidy, Grayhound, Hollywood cranes, Klopp, Konami, Kramer, Leland, Mars, Memetron, Mitsubishi stereo and video systems, Namco, Nintendo, Nichibutsu, NSM-Lions, Rock-Ola vending, Romstar, Seeburg, Sharp ovens, Skee-Ball, SNK, Taito, Tradewest, USI, Valley, Williams, Wittenberg, Zamperla.

Colorado Game Exchange
2830 West Ninth Ave.
Denver, CO 80204
800/999-3555
(303) 893-4300
President: Richard Babich
Vice President: Bev Babich
Sales Manager: Dennis Tessmer
Service Manager: Jeffrey Gilberg
Representing: Atari, Balance Technology, Data East Video and Pinball, Capcom, Tecmo, Romstar, Tradewest, Smart, Sun, Merit, Johnston Products, Memetron, Nichibutsu, Status, Meltec.

Jaleco USA, Inc.
5617 W. Howard
Niles, IL 60648
President: Howard Rubin
Product line: Jaleco-designed amusement games.

Kane Amusement Distributing Co.
2103 Hardy St.
Hattiesburg, MS 39401
(601) 582-4851 (Main Office)
(601) 582-4204 (Sales)
(601) 583-1848 (Service)
Founder: George Kane
President: Marisa Kane
Vice President: George Kane, Jr.
Sales & Marketing Manager: Larry Macaluso
Technician: Hubert Dyess
Arcade Manager: Christi Landon
Conversion Technicians: Tim Brand, Joe Kersh
Representing: American Shuffleboard, Arachnid, Capcom, Deutsche Wurlitzer, Dynamo, Game Plan, Grayhound, Intellicall, International Balloon Co., Leland, Memetron, Merit, Nichibutsu, NSM-Lions, Romstar, Showcase, Skee-Ball, Status, Sun, Taito, Tecmo, Tornado Soccer, Tradewest, UBI, Valley.

Merit Industries, Inc.
2525 State Road
P.O. Box 5004
Bensalem, PA 19020
800/523-2760
(215) 639-4700
Bensalem, Pa 19020
Telex: 831897
President: Peter Feuer
Vice President/Sales: Mort Ansky
Vice President/Finance: Ralph Hodgson, Jr.
Comptroller: Bob Bowdoin
Sales Representatives: David Rubinstein, Bob Whitehead, Art Frey, Lucy Criticos.
International Sales: Mort Ansky
Dart Promotions: Howard Smoyer, Glenn Remick, Bob Mills, Rick Lynch.
Advertising: Callie Parks
Director of Purchasing: Robert Morrow
Customer Service: Jim Kelly
Product line: Bull Buster and Pub Time Electronic Darts, VIP, and Crick-Kit; Trivia Whiz I, II, III, IV, V, Sex Trivia, Lightning Round Tic Tac Trivia I, II, III, Phraze Craze, Sex Phraze Craze, Match ′em Up, Sex Match ′em Up. Video amusement card games: Riviera Hi-Score, Broadway Poker, Americana, Chicken Draw Poker, Casino 5 (5-in-one), Pit Boss, Pit Boss II, Black Jack, Match Games. Countertops: Supertop countertop for all horizontal/vertical video games with 13-inch monitor and dual coin mechs, dollar bill acceptor countertop with 9-inch horizontal monitor, standard countertop with 13-inch horizontal monitor.

Monroe Distributing, Inc.
297 Northland Blvd.
Cincinnati, OH 45246
(513)771-1909
800/356-8055
Manager: Jerry Grotjan
Sales: Randy Cesco
Product Lines: American Shuffleboard, Atari, Bally Midway, Capcom, Cinematronics, Data East, Dynamo, Exidy, Game Plan, Grayhound, ICE, IDEA, Kixx Konami, Merit, Monroe, Namco, Nichibutsu, PGD, Premier, Rock-Ola Music & Vending, Romstar, Sega, Status, Sun, Tecmo, Tradewest, Valley, Williams.

Monroe Distributing, Inc.
5401 Naiman Pkwy.
Cleveland, OH 44139
(216)349-4800
800/331-8804
President: Norman Goldstein
V-P: Fred Goldstein
V-P: Alex Goldstein
Sales Manager: David Hesketh
Sales: John Coleman, Bruce Hoffman
Parts: Terry Scovill
Service Manager: Douglas Schudel
Product Lines: American Shuffleboard, Atari, Bally Midway, Capcom, Cinematronics, Data East, Dynamo, Exidy, Game Plan, Grayhound, ICE, IDEA, Kixx, Konami, Merit, Monroe, Namco, Nichibutsu, PGD, Premier, Rock-Ola Music & Vending, Romstar, Sega, Status, Sun, Tecmo, Tradewest, Valley, Williams.

One Stop Amusement
13960 Valley Vue
La Mirada, CA 90638
(213) 941-9656
John Ridgway
Bill Conneaker
Product line: Video and pinball sales and service.

Roth Novelty Co.
333 North Pennsylvania Ave.
Wilkes Barre, PA 18702
800/432-8030 (Penn. only)
(717) 824-9994
President: Marvin Roth
Vice President: Philip W. Roth
Sales Manager: Leonard Lukas
Operations Manager: Donald Deremer
Service Manager: Guy Chizza
Representing: Abloy, Ardac, Automatic Products, Bally, Data East, Dixie-Narco, Konami, Leland, Mars, Merit, Nintendo, Pop-A-Shot, RMI, Seeburg, Sega, Sun, Tecmo, Tommy Liftgate, Valley.

Tampa Amusement Distributing Co.
6464-d 126th Ave. North
Largo, FL 34643
(813) 536-2253
General Manger: Ralph Paulkner

Vari-Tech Co.
4520 Spartan Industrial Drive S.W.
Grandville, MI 49418
(800/245-2737
(616) 538-4088
Fax: 616-538-1281
Officers: Evelyn VanderLann, Floyd Brouwer
Sales Manager: Phil Hilliker
Service Manger: Joel Beezhold
Product line: Novelty games.

I ♥ MY CHIMP
I ♥ YOU
I ♥ YOU

Look What We Got... Just For You!

These new characters will touch your heart. They're funny, clever, loveable, and a bit silly—but watch out—they'll catch your eye and capture you with their expressions.

All our new characters will have a variety of color assortments and will come in a range of sizes.

GIFTWARE WITH A DESIGNER'S TOUCH
NANCO

NANCY SALES CO., INC. • 22 WILLOW STREET, CHELSEA, MA 02150 • 617-884-1700 • 1-800-626-2947

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. Deadline is one month before you want the ad placed(August ad must be in by July 1). Send ad orders and payment to : PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184. For more information, contact Jim Miller (504)488-7003.

FOR SALE

UTEC, INC.

KIDDIE RIDE MANUFACTURER

Including all engineering drawings, patterns, signs, molds, fixtures, etc., for twenty rides.

P.O. Box 12530
Cincinnati, OH 45212
(513)793-4980

TRADE WEST

Ikari Warriors
$695
UNITED AMUSEMENT
800-722-8258

PAYPHONES

Direct from manufacturer
First to acquire FCC# "Since 1982"
Durable, no shortcuts
cheap parts or exaggerations $305
Dialless extensions that ring $10
Antique payphones $114
Cordless, coinless payphones mfr. here also $175-$290 (608)582-4124

Our company will purchase game rooms or arcades for cash. Also interested in resort-tourist or other high traffic locations. Our credentials include fifty-five years in the game business. Please call or write to:

CARL SCHMITT
1405 W. Diversey Blvd.
Chicago, IL 60614

Telephone:
312-281-8211

AUTOMATED QUALITY HARNESSES
For Video, Vending and Special Requirements

Prices start at $15
Two(2) to five(5) day Delivery.
Price quotes upon request.
VOLUME DISCOUNTS
All top quality machine made. Color conversion kits for Nintendo monitors. Simple installation instructions furnished. Immediately available, $20. Monitor board repair-Wells Gardner 13K/19K and Electro Home G07. Write or Call for details:

LOUISE'S HARNESS SHOP
Rt. 3 Box 72
Prattville, AL 36067
205/365-1841

FOR SALE
Collector's Items

Jukeboxes: Wurlitzer models 1700,1800,1900
Seeburg model B
Videos: Pac Man, Asteroids, Defenders, Go Cart
Pinball: Big Show
318/468-3258

CRANE & ROTARY ASSORTMENTS

EASTER & REGULAR ASSORTMENTS IN STOCK
FOR IMMEDIATE SHIPMENT

SOUTHEAST'S LARGEST CRANE SUPPLIER

ROTARY SPECIAL
120 Pieces
$119

16 YEARS EXPERIENCE
SUPPLYING GAME MERCHANDISE
LEO'S AMUSEMENT SUPPLY
KNOXVILLE, TN

1-800/251-9192 - LEO BRANICK
615/525-1297 - DAVE KAPLAN

WANTED

Rowe MC-35 one-in-five changer with double stacker
Enduro Racer
Rolling Thunder

FOR SALE

REDEMPTION	
Treasure Island	$2695
Roler Bowler	11995
Fantasy Island	3995
BC or MC 25 road changers w/hopper & stacker	1550
Model H 13′ Philadelphia Skeeball with ticket dispenser & solid state sound	1250
VIDEO	
Trojan	$550
Jail Break	350
Battle Lane	350
Super Basketball	350
Express Raider	350
Pscycho Soldier	595
Commando	450
Rush 'n Attack	495
Avenger	650
Combat	695
Cheyenne	850
Crossbow	695
Alien	1295
Life Force	550
Bionic Commando	1350
Legendary Wings	550
Chop Lifter(sit down)	550
Turbo(sitdown)	550
1942(sitdown)	550
Iron Horse	350
Choplifter(upright)	495
Gladiator	650
Star Wars(sitdown)	450
Street Football	995
World Series	995
PINS	
Space Shuttle	$750
Party Animal	1550
Comet	1250
F-14	1300
Fire	2200
Big Gunes	2095

M & P AMUSEMENT
658 West Market St.
York, PA 17405
717-848-1846

THE FIRST
Game Alarm Systems
that work!

Total Security Game Alarm Systems
Designed, built and tested (for 4 years) by a
GAME ROUTE OPERATOR!

PROVIDES COMPLETE MONEY PROTECTION AND IS EASY TO INSTALL, USE AND MAINTAIN

This system uses battery-operated radio transmitters and receivers eliminating the need for any outside wires or connections. YOU, the operator, are in total control of YOUR alarm system.

Features:

- Stops break-ins
- Stops vandalism
- Easily affordable
- System self-tests
- Automatically rearms
- Quick and easy to install
- Very low maintenance
- Expandable to protect unlimited number of games

Ask about our new low prices

Visit us at the ACME '88

TOTAL SECURITY
GAME
ALARMS

2901 N.E. 178th
P.O. Box 55010
Seattle, Washington 98155
(206) 625-9233

TLX 329473 (BURGESS SEA) ATT: BRA952
FAX 206-633-4317 ATT: BRA952

PHOTO MACHINES
WE BUY AND SELL

CHEMICALS, FILM, PARTS
BEST PRICES GUARANTEED

OVER NIGHT SERVICE IS YOURS WHEN NEEDED!
...here today, there tomorrow

ED HANNA
P.O. Box 4568
Ithaca, NY 14850
607/257-3333 607/257-3334

Extablished 1951

BUY KIDDIERIDES FOR ½ PRICE!!

MOST EVERY BRAND, MAKE, MODEL / YOU NAME IT — CHANCES ARE WE'VE GOT IT.

WE BUY • SELL • TRADE/USED • REBUILT • NEW

WE HAVE THE LARGEST SELECTION OF KIDDIERIDES THAT WERE MADE AND/OR SOLD BY:

Northland Engineering
North American Amusement
Amusement Technology
Kiddierides U.S.A.
Quality Design
Fantasy/Waite
Paul Hawkins
Kiddie Amusements
Kiddies of Florida

Bally
E.M.T.
A.T.M.
M.K.C.
Jiffy
O.K.F.
Autorovo
Falgas

All Tac
Bafco
Utec
Brooks
Rondina
Continental
Ride Dynamics

United Tool
Newborough
Miracle
Carousel
Whittaker
Zamperla
Muppets World
plus many, many more

WE'RE THE INNOVATORS

THE KIDDIERIDE EXCHANGE INC.
AMERICA'S 1st MAJOR WHOLESALER

1203 - 5th Avenue
Rock Island, IL 61201
(309) 788-0135

KANE AMUSEMENT DISTRIBUTORS

We represent the BEST in coin-operated games & music, and we back our sales with customer support & service. Why deal with a corporation, when you can deal with your friends at Kane? We STILL value customers, and we know the difference that the personal touch makes. Supplies, service, and sales, are our business! Give us a chance to prove our worth, you will SAVE money in the process ...

Our trade is sales, service, and supplies... but our customers are our business.

2301 Hardy St. Hattiesburg, MS 39401 601/582-4851	**2745 Lexington Ave. Kenner, LA 70062 504/466-6810**	**5420-C Pioneer Ind. Park Tampa, FL 33603 813/885-7950 800/248-1213(in FL)**	**5024 Hwy 80 East Jackson, MS 39208 601/932-6877**

THE OPERATOR'S best friend !

SALE

LIMITED NUMBER
Model 5000 Arachnid
Beautiful Condition
Street Ready

NOW $595

MODEL 4500 ARACHNID
$895

Call Max

JIM STANSFIELD VENDING
LaCrosse, Wisconsin
608/782-7181

COMPUTER SOFTWARE

FOR THE
GAME ROUTE OPERATOR
CAMS
****ROUTE MANAGEMENT SYSTEM****
A POWERFUL, FAST EASY TO USE SYSTEM

- * INCREASE YOUR PROFITS
- * KNOW WHERE YOUR MACHINES ARE AND WHERE THEYVE BEEN
- * IDENTIFY NON-PROFITABLE MACHINES AND LOCATIONS
- * PRINT COLLECTION SHEETS
- * SUPER EASY/FAST REVENUE ENTRY
- * PRINTS 1099S
- * ROTATION ADVISOR
- * NUMEROUS STATISTICAL & ROI REPORTS
- * FREE UPDATES

AND MUCH MORE!
FOR ONLY $995

30 DAY MONEY BACK GUARANTEE
DEMO DISK AVAILABLE FOR IBM PC, XT, AT & COMPATIBLES
FREE BROCHURES

WRITE OR CALL:
E-SOFT SYSTEMS
1276 RED PINE CIRCLE
BAXTER, MN 56401
218/829-4743

ALSO AVAILABLE
CALMS
****DART LEAGUE MANAGER****
****POOL LEAGUE MANAGER****
TURN HOURS OF WORK INTO MINUTES

- * AUTOMATIC SCHEDULERS
- * SUPER EASY/FAST SCORE ENTRY
- * TRACKS TEAM & PLAYER ACHIEVEMENTS
- * SIMPLIFIES AWARDING TROPHYS & PRIZES
- * TRACKS TEAM FINANCIAL INFORMATION
- * NUMEROUS REPORTS & LISTINGS AND MUCH MORE!

FOR ONLY $395 EA.
MULTI-PACKAGE DISCOUNTS

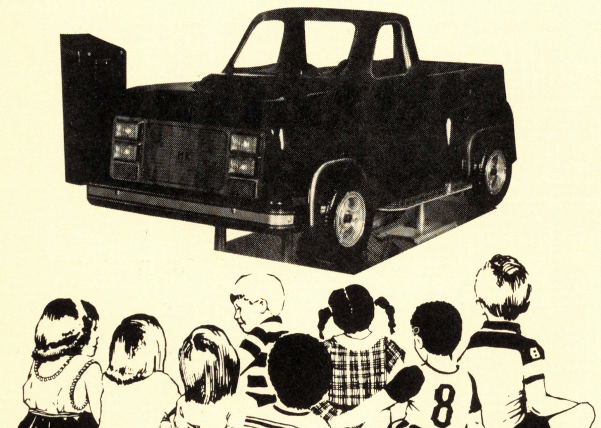
JEWELRY-LOWEST PRICES

- ★ DIRECT FROM MANUFACTURER/IMPORTER
- ★ OVER 3000 HOT ITEMS TO CHOOSE FROM
- ★ IN STOCK FOR IMMEDIATE DELIVERY
- ★ ALL PRICE POINTS-BOXED OR BULK
- ★ STRAIGHT SALES PRIZES, GIVE-AWAY, ARCADES, CRANES, SPINDLES, ENGRAVERS
  YOU WILL LOVE OUR LINE!
- ★ SERVING SATISFIED CUSTOMERS FOR MORE THAN 30 YEARS
- ★ A ONE STOP SOURCE FOR PENDANTS, EARRINGS, RINGS, BRACELETS, CHAINS AND MUCH MUCH MORE
- ★ SEND $1.00 TODAY-NOW! FOR GIANT 100 PAGE COLOR CATALOG, PRICE LIST, SUPER SAVE COUPONS, AND CLOSEOUTS TOO!
- ★ FINISH FIRST WITH OUR PROFIT MAKERS

RICHMOND SALES, INC.
DEPT PM 3
42 POWER ROAD
PAWTUCKET, RI 02860
Tel: (401)722-7110 Fax: (401)722-4490

RIDE, KIDDIE, RIDE!

- EXCITEMENT WITH SAFETY
- HIGHEST QUALITY RUGGED CONSTRUCTION
- PROFESSIONAL PERSONAL SERVICE
- A TOTALLY SELF-CONTAINED SECURITY SYSTEM



Dudley's KIDDIE AMUSEMENTS
P.O. BOX 939, FLORENCE, MS 39073
1-800-251-9424(Inside MS)1-800-647-6460(Outside MS)

601-845-7501

VIDEO CONNECTION

ALL FULL FACTORY KITS

Time Soldier (Ikari Warrior Style-Top Earner)	$ 1050
Rastan (Conan the Barbarian, Laser-like graphics)	$ 995
Black Tiger (Latest Rastan Style Medieval adventure)	$ 795
1943 (2 Player Version of 1942)	$ 795
Revenge of Doh (The Ulimate Arkonoids, Part III)	$ 795
American Speedway (2 play driver w/steering wheels)	$ 695
Alien Syndrome (2-plyr,simultaneous Space Voyage)	$ 695
Rad Action (like Bubble Bobble & Kid Niki)	$ 695
Extermination (2-player simultanious Great Space Combat)	$ 695
Goindol (The best of Arkanoid and more!)	$ 675
Side Arms (2 player Space Combat, strong earnings)	$ 575
Double Dribble (2-player realistic Basketball Action)	$ 550
Solar Warriors (Memetron's Finest Space Combat)	$ 495
Ring King II (2-player top earning Boxing game)	$ 495
LSA Squad (WWII realistic Combat Action)	$ 495
Choplifter (Helicopter Hostage rescue drama)	$ 495
Ghosts & Goblins (Zombies in a Haunted Graveyard)	$ 495
Jail Break (Prison riot, R-rated)	$ 495
Shoot Out (Al Capone Gangsters shoot up New York)	$ 475
Kung-Fu Master (Top Martial Arts Earner)	$ 450
Trojan (Ghosts & Goblins/Gladiator w/updated chip)	$ 450
UFO Robo Dangar (Long Term Winner, Like Terra Cresta)	$ 395
Break Thru (Commando style combat driving)	$ 395
Dark Mist (Rastan Style Medieval combat action)	$ 395
Commando (WWII combat w/guns & grenades)	$ 395
Super Qix (Outstanding Adult Bar Piece)	$ 395
Rush N' Attack (POW Commando Rescue Mission)	$ 395
Karate Champ (Absolute Proven 2 Player, Winner!)	$ 395
Mat Mania (Most Popular Wrestling Game)	$ 395
My Hero (Kung Fu combat street fighter, hot!)	$ 375
Express Raiders (Old West Train Robbery action)	$ 375
Ninja (Princess,Super Kung Fu throwing star adventure)	$ 375
Rescue Raider (Commando Hostage Rescue Mission)	$ 350
Pitfall II (Exciting Jungle Safari Adventure)	$ 295
Yie AR Kung Fu (Best Karate kit ever!)	$ 295
Sente System (Fast Kit for Pac Man)	$ 295
Night Stocker (w/Steering Wheel for Sente)	$ 295
Fire Trap (Towering Inferno-Fast Kit)	$ 295
Tournament Arkanoid (retro fit kit for Arkanoid)	$ 295
Super Don Quixote (Laser Kit for Dragon's Lair)	$ 99
VS Unisystem(w/Super Mario Brs., fast kit for D.K.)	$ 895
VS RBI Baseball (Earns like World Series)	$ 495
VS TKO (2-player Knock-Out Boxing Tournament)	$ 350
VS Castlevania (Hot New Software, SPECIAL)	$ 295
VS The Goonies software (like Super Mario!) w/timer	$ 195

BUY ANY 2 KITS AND SAVE $50 ON COMMANDO OR KARATE CHAMP
BUY ANY 3 KITS AND SAVE $100 ON COMMANDO OR KARATE CHAMP

Buy, Sell or Trade

CALL OR WRITE FOR FREE NEWSLETTER:
"The Conversion Kit Hit Parade-Over 150 Listed"

VIDEO CONNECTION

916/678-5189 916/678-1313
930 JEFFREY LANE, DIXON, CA 95620

RECONDITIONED GUARANTEED GAMES

1943 (Dedicated)	1695
720	2295
Afterburner	3095
Alien Syndrome	1295
Alley Master	995
Arkanoid	795
Alpha Mission	595
APB	1795
Battlelane	595
Bionic Commando	1295
Birdie King III	995
Black Tiger	995
Blades of Steel	1895
Breakthru	595
Centipede	350
Champion Baseball	395
Chexx	995
Choplifter	595
Commando	595
Contra	1295
Crown's Golf	995
Dark Adventure	1795
Dangar	595
Danger Zone	1695
Double Dribble	595
Double Play	995
Dragon Spirit	1895
Empire City	695
Enduro Racer	1795
Express Raiders	695
F-14 Tomcat	1595
Gautlet	995
Ghostbusters	2295
Ghosts & Goblins	795
Gimme A Break	995
Gladiator	595
Gondomania	1595
Gridiron Fight	1495
Hat Trick	1295
Ikari Warriors	1195
Joust II	695
Karate Champ	695
Karnov	1495
Kick & Run	1395
Kicker	595
Kixx Soccer	795
Kung Fu Master	795
Land Sea Air	595
Last Mission	1095
Life Force	895
Lock On	1995
Logic Boards	50-100
Mania Challenge	795
Max RPM	1295
Miniature Golf	995
Ms. Pac	395
Name That Tune	995
National Cig Machine	895
Nemesis	1095
Night Stocker	995
Out Run	2995
Pacmania	1895
Phraze Craze	895
Play Choice	1895
Pole Position	1095
Power Drive	1395
Punch Out	995
Rampage	1095
Rastan	1295
Regulas	495
Renegade	895
Return of Jedi	695
Ring King	795
Roadblaster	2095
Roller Jammer	695
Rolling Thunder	CALL
Rowe BC-25-MC	1895
Rowe Juke Boxes	CALL
Rowe Video Juke	CALL
Rush 'N Attack	795
Side Arms	895
Shooting Master	1895
Shootout	1095
Space Harrier	1295
Speed Rumbler	995
Stocker	995
Stomping	995
Street Fighter	2295
Super Basketball	350
Super Hang-On	2395
Super Mario Bros.	995
Super Sprint	2495
Tapper	595
Ten Yard Fight	495
Terra Cresta	695
Time Soldier	1595
Top Speed	1995
Turbo	695
Two Tigers	695
Up & Down	395
Up Scope	1595
VS Golf	795
VS R.B.I.	995
Victory Road	995
Vigilante	1595
World Cup	1295
World Series	1095
Xenophobe	1595
Xybots	2295

BOARD REPAIR

$35/board plus parts

FAST

Latest Test Equipment!

CHEAP

Lowest Labor Rates!

SPECIALS-USED

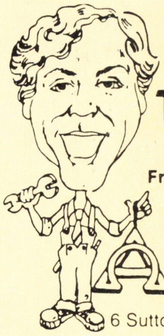
Fantasy Island 4 Player Rotary	**3995**
Big Choice Triple Cranes	**4395**
Skil-Dozers	**1700**

SPECIALS-USED

Fantasy Island 4 Player Rotary	**CALL**
Big Choice Triple Cranes	**CALL**
Skil-Dozers	**CALL**

PINS

Arena	1695
Big Guns	1995
Dungeons & Dragons	1895
High Speed	1695
Party Animal	1895
Victory	1995



Call The 'Expert'

Frank "The Crank" Seninsky
President

Alpha Omega
6 Sutton Place, Edison, NJ 08817
(201) 287-4990

HELP

UPDATE...

OPERATORS: STATUS REPORT

FROM

AMERICAN OPERATORS FOR EQUAL TREATMENT (AOET)

1) Because of the response to our previous ad and our letter concerning the parallel issue, we believe more than ever that the use of parallel boards, with generic graphics, is legal. This fact is based on various legal opinions from several attorneys, and therefore I will continue to use them in my games. HOWEVER, THIS ISSUE IS LEGALLY VERY COMPLEX AND EACH OPERATOR SHOULD MAKE A DECISION THAT HE CAN LIVE WITH.

2) Copy boards, knockoff boards and counterfeit boards are ILLEGAL. If you use these boards and are caught, you will be convicted. Do not use copy boards because if you are caught with even one of these, we CANNOT help you.

3) Original artwork, or copies of original artwork, used with parallel boards is illegal. It is the use of copyrighted artwork that is a crime, NOT the use of the parallel boards. If you are caught with the artwork, we CANNOT help you. We do feel that the use of the name of the game on the header with generic artwork is legal.

4) We are currently investigating the legal difference between new and used parallel boards. Also we are investigating the legal difference of a Japanese subsidiary owning the rights to a game versus an independent American company contracting for those rights. We will keep you posted as these legal complexities develop.

5) If you are using ONLY PARALLEL BOARDS and are being questioned by the AAMA or the FBI, please give me a call. I will give you the names of several attorneys and several examples that will help you in this fight. Some operators, including myself, have contacted their local U.S. Attorneys first in order to let them know our positions on this issue so that they are not misled if someone implicates parallels by association with copies.

6) Our research has also come up with an Operators Hit List. Operators in these areas, as well as all other areas of the United States, may expect to use parallel boards, IN OUR OPINION, without expecting to hear from Federal Officials in their region or to find their routes under investigation:

- Einburg, IL - Glass Valley, CA - Chikasha, OK - Pen, IN - McDonald, TN - Ithaca, NY - Smithfield, MI -
- Hummelstown, PA - N. Miami, FL - Southfield, MI - Los Angeles, CA - Babylon, NY - South River, NJ -
- Bridgeport, PA - Campellsville, KY - Lancaster, NY - Carolyn, PR - Coruthersville, MO -
- Hanover Park, IL - Mt. Morris, MI - Fresno, CA - Bolingbrook, IL - Valdosta, GA - Pontiac, MI -
- Portage, PA - Champlain, MN - Vidalia, GA - Westport, CT - Brookville, FL - Vancouver, WA -
- Dothan, AL - Kenner, LA - Danburg, CT - Paoli, IN - Auburn, NY - Baton Rouge, LA - Indianapolis, IN-

—BILL BECKHAM

AMERICAN OPERATORS FOR EQUAL TREATMENT

c/o RED BARON AMUSEMENTS • 6540-A West Central • Toledo, OH 43617

(419) 841-2596

WE SAVE YOU MONEY

Discover what over 1600 Game Exchange customers in 50 states and several countries have known for a long time. **We have the games you want—we service what we sell—we save you money.**

SHINOBI

SEGA

This top earning
kit is now
in stock

CALL

HORIZONTAL KIT

VIGILANTE

DATA EAST

It's 1/2 the price of
a Double Dragon
and it's in stock

CALL

HORIZONTAL KIT

OSCAR

DATA EAST

Our collection reports
show this kit to be
a top earner

CALL

HORIZONTAL KIT

SUPER KIT VALUES

Call for Price Quotes and Quantity Discounts

Ajax (V)	Great Value	Vs. Top Gun (S)	New
1943 (V)	New Low Price	Double Dribble (H)	Closeout
Haunted House (H)	New	Kung Fu Master (H)	595.
Big Event Golf (V)	In Stock	Mania Challenge (H)	595.
Shinobi (H)	Call	MX5000 (V)	595.
Time Soldier (V)	Reduced	Commando (V)	495.
Terra Force (H)	In Stock	Pac Land (H) (P)	495.
Vigilante (H)	Top Earner	Express Raider (H)	399.
Vs. TKO Boxing (S)	Reduced	Fire Trap (V)	299.

H—Horizontal Kit V—Vertical Kit S—System Software P—Preowned

CLOSEOUT

Double Dribble

KONAMI

Take advantage of the basketball season with the #3 rated kit for 1987.

Extra Bonus—***FREE*** 11 amp power supply with the purchase of this great 2-player interactive game

Super Low Price

CALL

HORIZONTAL KIT

MARCH SUPER BONUS

SAVE $100

Purchase Any 2 Kits and Receive $100 off Your Total Purchase

Not Valid With Any Other Specials

Expires 3/31/88

The Game Exchange

1590 ALUM CREEK DRIVE • P.O. BOX 09598 • COLUMBUS, OHIO 43209-0598 • (614) 258-2933

CALL TOLL FREE

OUTSIDE OHIO
1-800-848-0110

IN OHIO
1-800-848-1514

MARCH 1988

$ WANTED $

OBSOLETE & SCRAP VIDEO PRINTED CIRCUIT BOARDS. ANY BRAND. TOP PRICES PAID.

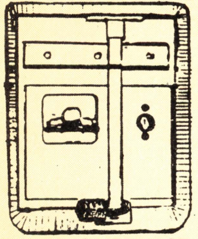
CALL A.E.I.

$ 612-964-2942 $

SECURITY BAR

FOR POOL TABLES!

Made for Valley tables but may be adapted to others. Instructions and hardware included. Patent Pending. "See us in booth **#531** at the ACME Show"



A-1 PRODUCTS

333 N. QUEEN ST.
KINSTON, NC 28501
(919)527-8241

REPAIR COURSES ON VIDEOTAPE

For video games & pinballs. All courses $29.95 each. Save money! Repair your own games on location! Fix the easy ones; carry the hard to fix ones back to town for repairs. These television classroom videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

Video game monitor repairs and adjustments	$29.95
Video game repairs	29.95
Pinball repairs	29.95
The best money-making techniques I know	29.95
How to use a volt-meter	29.95
How to use an oscilloscope	29.95
How to use a logic probe and logic pulser	29.95
How to solder like a pro	29.95

Send payment with order or add $2.00 for C.O.D.: VIDEO REPAIR SCHOOL
P.O. Box 121, Glen, Mississippi 38846

FOR SALE

POKERS - USED
4- Omega Red 903
4- Omega Red 905
3- Kramer 3000 Joker
3- Kramer Countertop 6000
3- Blackjack
1- Golden Boy Countertop

DOLLAR DISTRIBUTING CO.
P.O. Box 3017
Tuscaloosa, AL 35403
205/339-2881

FOR SALE

OLD TIME PINBALLS

BALLY: Camelot, Surfers, Capersville, Targets, Op Pop Pops
MIDWAY: Little Leaque, Mysterie Score
WILLIAMS: Double Bug, Miss-O, Beat the Clock, Heat Wave, Lucky Strike, Hot Wave, Skillpool
GOTTLIEB: Gigi, Rock-A-Ball, Target Pool, Big Casino, Swing Along, King of Diamonds, Brite Star, Show Boat, Playball
30 A, B, C, Machines

GOLDEN WEST AMUSEMENT CO.
1 Shiel Street
North Melbourne
Australia 3051

YOUR SURVIVAL KIT FOR THE 80s... **PLAY METER**

Do NOT Overlook This Ad!

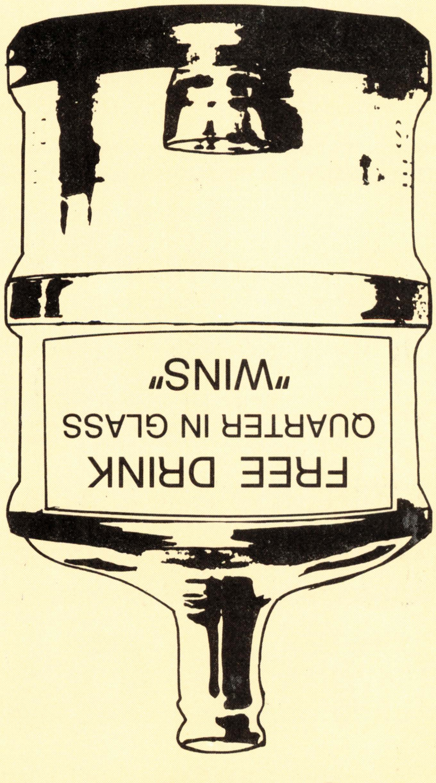
If you want to make good dollars with little investment, this is your answer. One should be in every location you have.

THIS IS THE SLEEPER OF THE YEAR

FULL MONEY BACK GUARANTEE IF NOT SATISFIED

CALL COLLECT

712/274-7676



IN TODAY'S INFLATED DEDICATED MARKET, HERE IS AN ENCOURAGING SIGN

WORLD GAMES™

**WE HAVE THE
MOST INEXPENSIVE
KITS ON THE MARKET TODAY
CALL 1-800-542-4263**

WORLD GAMES™

*IN CALIFORNIA 818-904-0975
7046 SOPHIA AVE. VAN NUYS CA 91406*

THE CALENDAR

1988

MARCH 22

Amusement and Music Operators Association of New Jersey first annual trade show, Berkeley-Carteret Hotel, Asbury Park, NJ. Contact AMOANJ, (201)929-1667.

APRIL 8 9 10

New York State Coin Machine Association trade show, Turf Inn, Albany, NY. Contact Ann Kelley or Curtiss Matterson, (518)439-0981.

APRIL 15 16 17

National Automatic Merchandising Association western convention and exhibit of vending and foodservice management, Anaheim Convention Center, Anaheim, CA. Contact NAMA, (312)346-0370.

APRIL 20 21 22 23 24

Florida Amusement and Vending Association annual convention and trade show, Omni International Hotel & Expo Cênter, Orlando, FL. Contact FAVA, (904)878-3134.

APRIL 28 29 30

AMOA National Team Dart Tournament, Lake Geneva, WI. Contact AMOA (312)565-4602 or executive director of NDA, Joe Conway (414)263-2444.

MAY 5 6 7

Ohio Coin Machine Association exposition of music and games, Hyatt Regency Ohio Center, Columbus, OH. Contact OCMA (614)221-8600.

MAY 12 13 14 15

Wisconsin Amusement and Music Operators annual state convention and trade show, Paper Valley Hotel, Appleton, WI. Contact WAMO, (414)529-4704.

MAY 15 16 17

AMOA 1988 Government Affairs Conference, Washington, D.C. Contact AMOA (312)565-4602.

JUNE 10 11 12

Illinois Coin Machine Operators Association annual meeting and trade show, Pheasant Run Resort, St. Charles, IL. Contact ICMOA, (312)369-2406.

JUNE 20 21 22

PayPhone Annual Conference and Exposition, Stouffer Waverly Hotel, Atlanta, GA. (In conjunction with the Operator Services '88 Conference and Exposition, June 22-24). Call 800/227-1234; in Illinois (312)986-1432.

JUNE 29 30 7/1

Bowling Proprietors 56th Annual Convention and Trade Exhibit, New York Hilton, New York. Contact BPAA, P.O. Box 5802, Arlington, TX 76005, (817)649-5105.

JULY 21 22 23

5th Annual Billiard Congress of America Trade Expo, Commonwealth Convention Center, Louisville, KY. Contact Frank Zdy, Continental Productions, 5838 Portobelo Ct., San Diego, CA 92124, (619)278-3877.

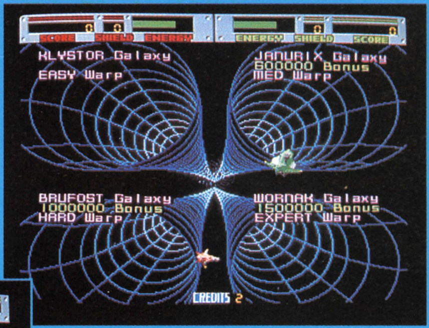
ADVERTISERS INDEX

A-1 PRODUCTS	144
A & A COMPANY	59
ABC AMUSEMENT	144
ACE NOVELTY	112
ACME PREMIUM	6
A.E.I.	144
ALLSTAR MUSIC	108
ALMEL INDUSTRIES	58
ALPHA OMEGA	141
ARACHNID	27
ATARI GAMES CORP.	147
BETSON	7
BETSON PACIFIC	95
BOB'S SPACE RACERS, INC.	8
BONITA MARIE	90
BRADY DISTRIBUTING	15,97
C.A. ROBINSON	55
CARL SCHMITT	137
CENTEK	22
COMMUNIDYNE	98
COIN SLOT	133
CRANES-N-THINGS, INC.	59
CRANES OF TEXAS	93
DAN BRECHNER	94
DATA EAST	61,62
DELTRONIC LABS, INC.	79
DOLLAR DISTRIBUTING	144
DREWS DISTRBUTING	87,103
DYNAMO	117
ED HANNA	137
E-SOFT SYSTEMS	139
EXIDY	132
H.G. FORD	137
FAVA	132
GAMEMASTERS	75
THE GAME EXCHANGE	143
GOLDEN WEST AMUSEMENT	144
GRAYHOUND	29,45,57,100,129
HMS MONACO ET. CIE.	105
HOFFMAN & HOFFMAN	68
INNOVATIVE INDUSTRIES, INC.	101
JIM STANSFIELD VENDING	139
KANE AMUSEMENT	139
KIDDIE AMUSEMENT	140
THE KIDDIERIDE EXCHANGE, INC.	138
KONAMI	51,52
LELAND CORPORATION	91,148
LEO'S AMUSEMENT	137
LOUISE'S HARNESS SHOP	86,137
LOEWEN-AMERICA (NSM)	76
M & P	138
MALI & COMPANY	79
MARDI GRAS PLUSH	121
MAYONI	71,107
MELTEC	122
NANCY SALES	136
NEW ORLEANS NOVELTY CO.	109
NINTENDO	39-42,81-84
NICHIBUTSU	118
PHONECO	137
PLAYFAIR SHUFFLEBOARD, INC.	117
POP-A-SHOT	73
PREMIER TECHNOLOGY	2
PRIZES!	35
PVC PRODUCTS	108
RED BARON OF OHIO	142
REDSTONE CORPORATION	67
RICHMOND SALES	140
RIDE DYNAMICS	11
ROGER WILLIAMS MINT	6
ROMSTAR	13
SCOTT'S TOY HOUSE	116
SHOWCASE	19
SMS MANUFACTURING	92
SMART INDUSTRIES	17,90
TAITO AMERICA	113,114
TECMO	17,90
TOTAL SECURITY	138
TROY M ENTERPRISES	8
UTEC, INC.	137
U.S. GAMES, INC.	25
UNITED AMUSEMENT	49,137
THE VALLEY CO.	9
VAN BROOK OF LEXINGTON, INC.	93
VARI TECH	109
VIDEO CONNECTION	140
VIDEO REPAIR SCHOOL	144
WILLIAMS ELECTRONICS	89
WINNING CREATIONS	31
WORLD GAMES	145

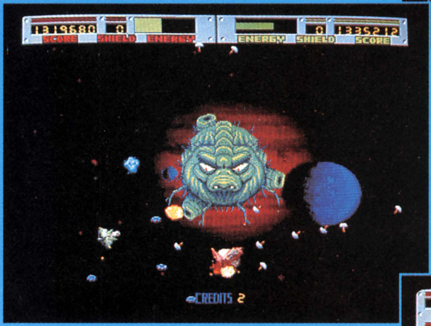
A Blast from the Past!

BLASTEROIDS™

Players select from four levels of starting difficulty.


SCORE
SHIELD
ENERGY
KLYSTOR Galaxy
EASY Warp
JANURIX Galaxy
600000 Bonus
MED Warp
BRUFOST Galaxy
1000000 Bonus
HARD Warp
WORNAK Galaxy
1500000 Bonus
EXPERT Warp
CREDITS 2

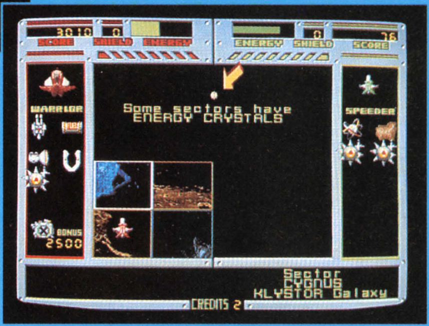
Mukor must be conquered after clearing all the sectors of each galaxy.

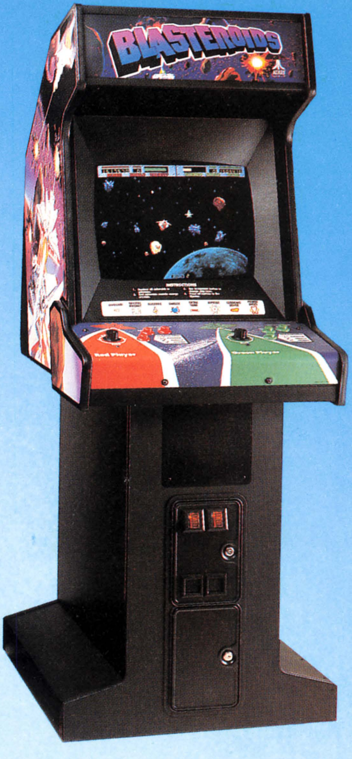

1319680
1335212
SCORE
SHIELD
ENERGY
CREDITS 2

Blasteroids™ has all of the proven player appeal of Atari's 1979 classic hit, Asteroids®, and adds all of the special game play features that today's players expect:

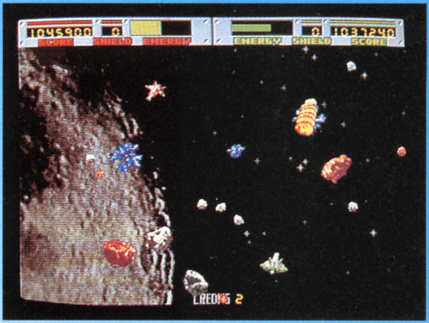
- Colorful, realistic video graphics are actually digitized pictures of real-life objects.
- Atari's new Housequake™ sound system is a definite attention-grabber that provides improved player feedback.
- One- or two-player simultaneous game play insures maximum earning potential.
- Players can switch between three different types of spaceships to suit various game play situations.
- Temporary powers and extra fuel can be obtained by destroying special obstacles.

Players choose their own path through multiple sectors of each galaxy.


3010
76
WARRIOR
SPEEDER
Some sectors have ENERGY CRYSTALS
BONUS 2500
Sector CYGNUS
KLYSTOR Galaxy
CREDITS 2


BLASTEROIDS
Red Player
Green Player

Red asteroids must be destroyed to obtain fuel.

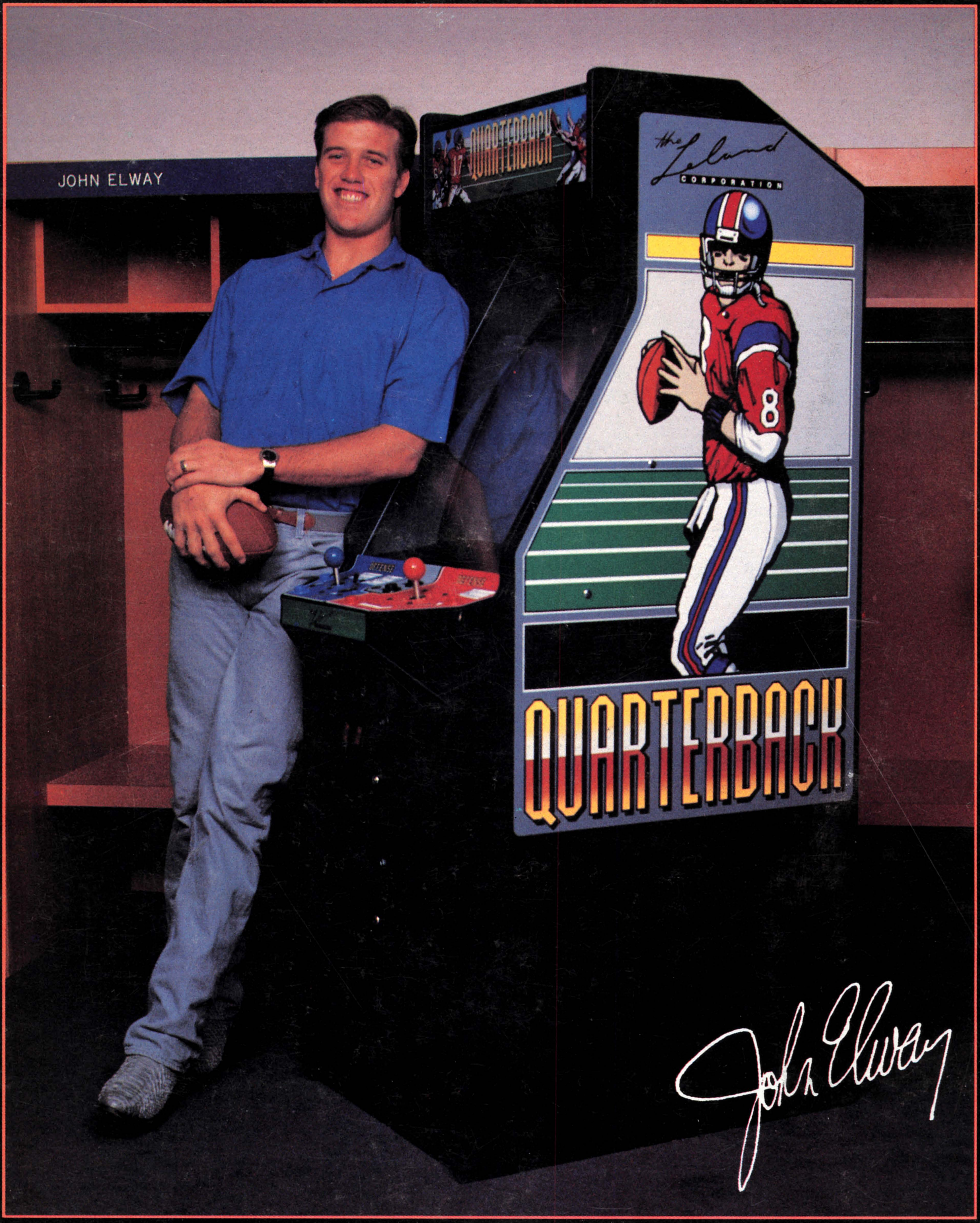

1045900
1037240
CREDITS 2

Players will have a blast with Blasteroids!

ATARI®
GAMES

Atari Games Corporation □ 675 Sycamore Drive, Milpitas, CA 95035-1110 □ (408)434-3700

© 1988 Atari Games Corporation. All rights reserved.


JOHN ELWAY
QUARTERBACK
the Leland CORPORATION
8
QUARTERBACK
John Elway

YOU CAN TELL A LOT ABOUT A GAME
BY THE PEOPLE WHO PLAY IT.

QUARTERBACK

the Leland
CORPORATION

THE LELAND CORPORATION, 1841 FRIENDSHIP DRIVE, EL CAJON, CALIFORNIA 92020